

## UNIVERSITY OF KENTUCKY

Lexington

November 23, 1951

Mr. Richard Rider, Manager  
NAEB Tape Network  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Dick:

Thanks so much for your nice letter. I'm afraid I have a favor to ask. I had hoped to be able to send you an affirmative response by wire today (deadline time) on your offer for packages 3 and 4. As you might guess with the pressure and involvements caused by the Kentucky-Tennessee game, I have not been able to get things set up. In other words Mr. Sulzer has been quite, quite busy all week and since taking packages 3 and 4 involves the new fee, I have been up the proverbial creek without the well known means of locomotion. For clarification consult Jim Miles on this. He understands the situation. Things should settle down so that I can get a definite commitment Monday or Tuesday at the latest. I will let you know immediately by wire.

Wish me luck.

With warmest regards,

/s/ Cam

## RENSSELAER POLYTECHNIC INSTITUTE

Troy, New York

December 14, 1951

Mr. Richard Rider  
NAEB Tape Network  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Mr. Rider:

We regret we have been unable to answer your inquiry of November 15 regarding our acceptance of Package #3 and #4 before this time. Even now we cannot give you a definite answer. However, if satisfactory arrangements can be made regarding the assessments to be imposed January 1, 1952 we will gladly continue our participation in the NAEB Network functions.

To come directly to the point, we are a part time station broadcasting a total of six hours a week (Monday Evenings 6:00 to 12:00 P. M.). As a result we can use only a small portion of the program material offered by the network. On this basis our hourly cost per programs is considerably higher than similar class stations.

We feel this situation merits some consideration on your part and that a fair assessment for our station would be in the neighborhood of one-sixth the amount charged to a full time station.

Would you please advise us of your views on the matter.

Sincerely,

/s/ C. J. Kunz  
C. J. Kunz

CJK:mmk

## APPENDIX D

COPY

January 3, 1952

Mr. C. Scott Fletcher  
Fund for Adult Education  
914 E. Green Street  
Pasadena, California

Dear Scotty:

As chairman of the Foundation Committee of the National Association of Educational Broadcasters, and as the officially appointed representative of the NAEB by President Seymour Siegel, I send to you a tentative statement of the approximate requests for funds for various projects which the NAEB would like to submit to the Fund for Adult Education in 1952. This rough memorandum is submitted at this time because I understand this information would be useful to the FAE and the Ford Foundation in making plans for 1952.

The Special Committee of the NAEB that you named in your letter of transmittal to Ralph Lowell, made up of George E. Probst, chairman, Richard Hull, Harold McCarty, Seymour Siegel, and Parker Wheatley, is also the Foundation Committee of the NAEB. As the Foundation Committee, it is the group officially designated by the NAEB to make plans for the development of educational radio and television service.

In a two-day meeting in New York on December 8 and 9, 1951, the committee engaged in a lengthy examination of the entire problem that faces any effort to move ahead in the fields of educational radio and television. Within the limitations of a letter it is not possible to develop the many reasons which lie behind some of the following conclusions, but if some sketch can be given of our general thinking, it would assist you in understanding the attached tentative list of requests. The following represents some of the general views and conclusions of the committee at this time:

- 1) We are all satisfied with the four areas outlined in the Lowell project. They are inclusive of a wide enough area of important problems and ideas to allow for the development of most of the programs that the NAEB believes should be undertaken as part of general adult education. Our experience on costs thus far have not led us to believe that any increase in the grant for program production expenses is needed. There is need for an increase in total resources available for promotion of these programs.
- 2) We believe there is need for a grant to support the costs of originating and producing programs in the same general areas as specified in the Lowell project but with these programs being produced by ten or fifteen of the most competent member institutions of the NAEB, such as the leading state university radio stations and private universities.

January 3, 1952

3) We do not believe continuation of the \$25,000.00 grant for monitoring is necessary. The second New York monitoring study will be completed in the next week or so. You have seen the Los Angeles study. The Chicago study has also been finished. We believe these studies provide a sufficient benchmark and a satisfactorily accurate record of television content. We believe that funds for one monitoring study each year would provide a continuing check and would be useful. Further projections can be made for the entire United States based on printed schedules in one and two station communities. We intend to try to encourage the FCC to undertake monitoring studies in these areas now that the ground has been broken.

4) We agree that there is need for the development of new kinds of analysis of television programming. Wayne Coy, in a speech, asked the educators to attempt to develop criteria for the assessment of the good and the bad in television programs. These are difficult problems, and we propose to tackle them in the beginning on a very small basis.

5) There is great interest in the development of the combination of research studies and promotion that is reported in the diary studies executed by Professor Sandage of the University of Illinois. Copies of this study will reach you under separate cover. Such diary studies and promotion programs would be developed at a number of NAEB member stations.

6) The linking of the NAEB stations by a live network arrangement is contemplated for the Midwest and Northeast. This has for a long time been a hope of many educational broadcasters, but they have lacked the funds for engineering studies and trial runs to map out its practicability.

7) A special project is suggested in the area of news. This might be linked with some one or more of your existing grants in other areas of adult education. The estimated cost of this project is very difficult to assess. The aim would be to present to the listeners in America, for both educational and commercial stations, reports of the opinion of the leading organs of news in other countries. Very little of the opinion of peoples abroad reaches this country through the intervening sieve of high cable costs. Perhaps you saw a recent article in the Saturday Review of Literature on "Our Disappearing Foreign Correspondents," which describes the paucity of news sources in foreign areas and the barriers this news must hurdle before it can find some few inches in a newspaper in the United States.

8) In our discussion with the director and members of the board of the Joint Committee on Educational Television, we have ascertained that they propose to request about \$150,000.00 for next year's operations. Documentation on this request will reach you under separate cover.

9) The WOI-TV television program experimentation at Ames, Iowa will be reported upon and a request submitted for further support.



January 3, 1952

10) We feel that the case for establishing the journal of radio-television education materials in this country is worth the most careful consideration. In the past, there have been a large number of small attempts to publicize the findings and the ideas of the people at work in this field, but none of these previous publication efforts have been able to serve what we hope is a growing profession in the way that is needed. At the present time, the NAEB publishes a monthly Newsletter, but this is a very informal and transitory type of publication project. Here it is worth noting that one of the possibilities which needs exploration is the examination of possible relations with the new journal to be published by the National Adult Education Association.

All of the above items will be documented and specified at a later time. However, there remain some general problems that are unsolved by these proposals and which involve specifying on a large scale sums of money which may or may not be realistic. These problems are: the need for a couple of central television educational programming centers; the investigation of possible cooperation with Zenith to experiment in subscription educational television, perhaps in Chicago, where Zenith already has the transmitter and is able to operate on channel 2; and the need for building up interest on the part of a large number of individuals, foundations, state legislatures, etc., in creating a very large participation by education in using the television channels which the FCC proposes to allocate. On January 7 in St. Louis a large national meeting is taking place in an effort to plan the development of a network educational television programming service. The committee wishes to urge the Fund for Adult Education to investigate this particular project and to think through the problems of providing leadership so that other foundations may become interested in educational television.

I should be pleased to answer any queries you may have about these various projects. I look forward to the opportunity of seeing you in the near future to discuss them with you. I hope you would be interested and will find it possible to meet with our entire committee soon. We are available at your convenience.

Very sincerely yours,

George E. Probst

COPY

TENTATIVE ESTIMATES OF PROJECTS TO BE SUBMITTED TO  
THE FUND FOR ADULT EDUCATION BY THE NAEB IN 1952

STUDIES

TV MONITORING PROJECT - NEW YORK CITY	\$ 10,000.00
"THE PEOPLE LOOK AT TV" A content analysis of television.	40,000.00
QUALITATIVE ANALYSIS This would be a pilot study to attempt to determine if criteria can be set up for good television programs in various areas (religion, news, etc.)	5,000.00
DIARY STUDIES FOR NAEB STATIONS Using the Sandage technique, diary studies would actually be run at perhaps ten member stations.	4,000.00
FM LINKAGE ENGINEERING STUDY FM linkage for live network is one of the most important needs. This would permit experimenta- tion in a given geographical area and provide the engineering estimates of its feasibility.	25,000.00
TOTAL FOR STUDIES	<u>\$125,000.00</u>

LOWELL RADIO ADULT EDUCATION PROJECT

CENTRAL PROGRAM PRODUCTION	\$300,000.00
PROMOTION This would allow further development and expansion of this year's plans in this area.	50,000.00
LOCAL PROGRAM PRODUCTION BY MEMBER NAEB STATIONS	100,000.00
TOTAL FOR ADULT EDUCATION PROJECT	<u>\$450,000.00</u>

(Continued)

## OTHER TELEVISION PROJECTS

### TELECOMMUNICATIONS PROJECT

\$300,000.00

The basic idea here is to subscribe by airmail to a great many foreign newspapers, translate their editorial columns, and distribute weekly tapes of these translations. This would give world opinion on various world or national happenings. Tapes and scripts could be sent to all radio and television stations, mimeographed digests or boilerplate to all newspapers. The purpose of this project is to reveal what the opinion in other nations is.

### JOINT COMMITTEE ON EDUCATIONAL TELEVISION

150,000.00

This would allow for continued and expanded operations by this group. The great need next year will be to get educational television stations on the air.

### TELEVISION PROGRAM EXPERIMENT (AT WOI)

250,000.00

The proposal would be broadened this year to allow WOI to explore television's potential and extend the institution's part in adult education. Internships for staff members from other institutions would be included.

### JOURNAL OF RADIO-TELEVISION EDUCATION

25,000.00

This would voice philosophical and practical ideas on uses of the media for education, handling things in more detail and for more permanent uses than the Newsletter is generally capable of.

### AREAS FOR EXPLORATION BY FUND FOR ADULT EDUCATION

(No estimate submitted in these areas.)

The Committee felt that NAEB should urge foundations to experiment in many areas of television uses. For example: possible establishment of a National Television Foundation which would help institutions get into television; possible establishment of a National Educational Television Programming Production Center; and an experiment in educational uses of subscription television (Phone-vision, etc.), perhaps in Chicago where Zenith already has the mechanical facilities.

### TOTAL FOR OTHER TELEVISION PROJECTS

\$725,000.00

### GRAND TOTAL

\$1,300,000.00

## NAEB TAPE NETWORK

January 8, 1952

Mr. C. J. Kunz  
Radio Station WHAZ  
Rensselaer Polytechnic Institute  
Troy, New York

Dear Mr. Kunz:

I have discussed your problem with our Executive Director, Jim Miles, and we both feel that your case is worthy of consideration. The only difficulty is we can't find a practical answer at the moment. A number of the stations are involved with the same problem in some degree or another. We also feel that any decision of this nature should be made by the NAEB Board of Directors.

Therefore, I am unable to give you a definite answer at this time, but I assure you that we will keep the problem under consideration and will attempt to have an answer for you at the earliest possible moment. Meanwhile, if there is anything we can do to be of help to you, please don't hesitate to ask and we will do our best to oblige.

Cordially,

/s/ Richard L. Rider  
Richard L. Rider  
Tape Network Manager

RLR:WC



NAEB HEADQUARTERS  
119 Gregory Hall  
Urbana Illinois

January 11, 1952

TO ALL MEMBERS OF THE NAEB BOARD OF DIRECTORS:

You have by this time received a wire from President Siegel requesting your attendance in New York next weekend. I thought you would like to know from me at this time some of the areas which need to be discussed and on which policy needs to be set. I have not yet had time to work on alternative problems and arguments regarding these matters but I will do so in the next few days and will either send them to you or have them with me when you come to New York.

Regarding the NAEB Tape Network, the Board should determine:

1. whether the "package" arrangement should be continued, or whether more spot coverage should be attempted. Tied in directly with this is the determination of whether we are actually operating a "network" or whether it should be a "program service";
2. who approves the program offerings on the Network and the balance of those programs, and name a committee with specific obligations;
3. the policy regarding the amount of money to be paid to stations who originate programs for Network offerings;
4. the policy regarding in-school program offerings by the Network;
5. the policy regarding who shall determine what is kept in a master file and how long; and
6. make explicit policy regarding the responsibility of the Executive Director for the Tape Network.

Regarding the Headquarters operation, the Board should determine:

1. what portion of former operations done on NAEB funds should now be done under the Kellogg Grant;
2. the policy regarding the Executive Director's plan to visit as many stations as possible and the limitations thereon; and
3. the policy regarding the "policy letter" or other communiques from Headquarters.

As regards the project, the Board should determine:

1. whether or not there is to be a Planning Group or Committee of Committees;
2. if the Board is to be itself the Planning group, approve or amend the Working Committees named by Miles;
3. policy regarding the make-up of these committees, whether they can be regionally centered or must have a national flavor; and
4. the priority of these areas and set a goal on how many should be done this year.

It is my idea to present in as much detail as possible a working plan for the Network Headquarters and project operations with several alternatives and with all the urging in my being, to work for definite policy determination on these matters.

I am in no way trying to set the agenda, which is the President's prerogative. These are, however, the areas which we here at Headquarters feel need action. I sincerely urge the President to include all of them in our meeting.

Jim Miles

NAEB HEADQUARTERS  
119 Gregory Hall  
Urbana, Illinois

January 14, 1952

TO ALL MEMBERS OF THE NAEB BOARD OF DIRECTORS:

There is attached hereto all recorded action of the NAEB Board of Directors on the Kellogg Project matter. I have also had reproduced the pertinent appendices.

May I suggest that you read all of this material before coming to the New York meeting? Such action on your part would materially expedite the meeting by allowing us to have a common frame of reference.

I am also attaching all recorded action of the NAEB Board of Directors on the Ford Project matter. I have not attached any of the appendices -- but have instead asked Bill Harley to be sure to send you all material he has prepared -- but not previously distributed.

Sincerely,

Jim Miles  
Executive Director, NAEB

EXCERPTS FROM BOARD OF DIRECTORS' MEETINGS  
PERTAINING TO KELLOGG GRANT

FROM THE MINUTES OF MAY 1, 2, and 3, 1951

Richard Rider, Manager of the NAEB Tape Network, submitted a written progress report No. 2, and discussed the report orally. During the ensuing general discussion, the President appointed Burton Paulu to the Tape Network Committee.

President Siegel appointed a school program committee made up of Alvin Gaines, Chairman; Marguerite Fleming; Sam Gould; Kathleen Lardie; and James MacAndrew to work with the NAEB Tape Network program committee in developing school programs for the Tape Network.

The Board of Directors voted commendation to Richard Rider for his excellent work as Manager of the Tape Network, and instructed the Secretary to write a letter of appreciation to Mr. Rider, with copies to President Stoddard and Dean Wilbur Schramm.

Probst, Siegel, Hudson, Hull, McCarty, and Wheatley of the NAEB Foundation committee reported on the progress of the Committee's fund-raising activities. To date grants have been made as follows:-

(Fund for Adult Education grants listed here)

By the Kellogg Foundation --

\$245,350 to the University of Illinois as Trustee on Behalf of NAEB, for NAEB operations.

Resolved to accept when tendered the Kellogg Grant as specified in the project submitted to the Kellogg Foundation.

Received a telegram announcing that the Kellogg Grant had been made with the University of Illinois as Trustee. (However, it was the understanding of the Board that the University of Illinois would leave to NAEB all determination of the way in which this fund would be used.)

Resolved that the NAEB Board of Directors be designated as the Board to administer the Kellogg Grant.

Alvin Gaines, chairman of the School of the Air Tape Program Committee, reported on the discussions of the Committee. (Attached)

FROM THE MINUTES OF JUNE 8 and 9, 1951

Rider reported on Tape Network developments since the Columbus meeting of the Board on May 1, 2, and 3, 1951, and outlined some of the problems encountered in judging programs and in setting standards for program selection.

Schramm reported on the nature and purposes of the Kellogg Grant, and submitted a written "Report of Progress". (Attached)



Robert Van Duynes of the Kellogg Foundation spoke briefly for the Foundation, and stressed the importance of evaluating the project as it proceeds. President Siegel then outlined some of the purposes of the Kellogg project: training of personnel; setting up of seminars; making of studies on programming and management. He also stressed the importance of clearly defining and differentiating between those NAEB activities financed by Ford and Kellogg.

There was much general discussion of the procedure to be followed when the Kellogg Supported NAEB central office is organized. President Siegel stated that, in his opinion, much of the Executive Director's work would have to be done in New York because of its many program potentialities and news outlets.

The Board extended the appointment of Richard Rider as Network Manager to June 30, 1952, and elected him assistant Kellogg Project Director for the period June 1, 1951 to June 30, 1952, at the total rate of \$6,000 per year. The Secretary was instructed to notify Rider of this action.

With the approval of the Board the President appointed a working executive committee as follows: Ausmus, Miles, Paulu, and Siegel. This committee was charged as follows: if no executive director was chosen, it was to search for a candidate acceptable to the Board; if and when one should be chosen, it was to consult with him in implementing the Kellogg Grant.

The Board authorized the President to offer the position of NAEB Executive Secretary to Robert Hudson.

Resolved the program acceptance committee is to draw up written standards and procedures for selecting programs for the NAEB Tape Network, these to be reported to the Board of Directors.

Resolved the chairman of the program committee may call a meeting of the program committee if necessary, expenses to be defrayed from Kellogg funds.

Resolved that \$100 of Kellogg funds are to be assigned for use of James Miles as chairman of the program committee.

Resolved that the NAEB Board of Directors appoint a committee to represent it in the administration of the Educational Broadcasters Services Project of the Kellogg Foundation at the University of Illinois. This special committee, responsible to the NAEB Board of Directors and holding office subject to its pleasure, shall consult with, instruct, and supervise the executive director in implementing the objectives of the grant as outlined in the proposal originally submitted by the University of Illinois to the Kellogg Foundation on behalf of the NAEB.

It is the intention of the Board of Directors that, subject to this special committee's supervision, the NAEB executive director shall use to best possible advantage all the existing educational program resources available--both NAEB and non-NAEB--including the projects of the Ford Fund for Adult Education. He is also to develop ways and means for training educational radio personnel utilizing the facilities of the University of Illinois as available, as well as through other seminars and conferences.



Publications and surveys are also to be encouraged with the purpose of strengthening all educational broadcasting outlets. It is also the intention of the NAEB Board of Directors that this project shall develop an organizational and service structure in order to insure the continuity of this effort to improve, enrich, and extend educational broadcasting throughout the U. S.

The executive director is to make a quarterly report to the Board of Directors.

The special committee (mentioned in paragraph 1 on page 4 above) shall meet at least four times each year, and oftener if circumstances require. The expenditure of Kellogg Foundation funds in defraying the travelling and living expenses of committee members taking part in its meetings is hereby authorized.

The President reconstructed the tape network program committee as follows: James Miles, chairman; Bernard Buck (WNYC); H. B. McCarty; Allan Miller; Burton Paul; Frank Schooley; and Keith Tyler. (This new committee omits from membership two members of the former program committee--George Probst and Robert Hudson. The secretary was instructed to so inform Probst and Hudson.)

The Board authorized Rider to purchase recording tape to the extent he deems necessary for the current operations of the tape network.

FROM THE MINUTES "NAEB SPECIAL KELLOGG BOARD MEETING" SEPTEMBER 14 and 15, 1951

There was discussion of the problems of purchasing and using a mass tape duplicator. There was also discussion of the work to be done by the new executive director. Hull stressed the need for his compiling information about all member stations and their staffs, and the need for a central NAEB office. Miles said the position as he saw it constituted a sort of triangular relationship among NAEB, the Kellogg Foundation, and the University of Illinois. It was agreed that Miles was to formulate on paper for submission to the Board an outline of the procedures he intended to follow.

The Board resolved that the new NAEB position made possible as a result of the Kellogg Grant be designed as that of Executive Director. (Miles reported that on the University of Illinois Budget it would be carried as Kellogg Project Director.)

The Board instructed the Secretary to determine whether or not the creation of this position of Executive Director would require any changes in the association's Constitution or By-Laws.

The meeting adjourned at 11:50 p.m.

\*\*\*\*\*

(Subsequent to the meeting the Secretary examined the Constitution and By-Laws and came to the conclusion that no changes are necessary. He also polled the Board of Directors and the Constitution Committee by mail to obtain the opinions of their members. All those replying (up to October 16 when these Minutes were dittoed for distribution) agreed with the secretary's interpretation, although several had comments and suggestions on the question. Replies were received from Ausmus, Engel, Gould, Miller, Siegel, and Steele. Appendix C reproduces The Secretary's memorandum requesting opinions, as well as the pertinent portions of the replies received to date.)

Suggestions were made about specific work assignments for the new Executive Director. It was agreed that he should, among other things: collect and collate the organization's files, both current and archival; and, revise NAEB's membership data.

The Board resolved to create the position of Executive Director of NAEB. James Miles was appointed to this position for the period September 1 to November 5, 1951.

Upon recommendation of the special committee set up at the Board of Director's meeting on June 8-9, 1951, the Board of Directors appointed James Miles to the position of Kellogg project director from September 1, 1951, to August 30, 1952, at the salary rate of \$9,000 per year, plus an allowance of \$1,020 towards his annuities at Purdue University.

The Board instructed the Executive Director to set up jointly with the University of Illinois library a collection of mass communications materials, this to remain, however, under the direction of the NAEB Executive Director.

The Board authorized an interim Kellogg budget as follows for 1951-52:

1. Non-recurring capital expenditures for equipping tape network.

(a) Equipment and installation	\$ 18,382.50
(b) Cost of administration (5%)	<u>967.50</u>
	\$ 19,350.00

2. Partially recurring annual budget for operation of tape service.

(a) R. L. Rider, network manager	\$ 6,000.00
(b) Traffic manager (clerk)	2,400.00
(c) Recording technician	3,000.00
(d) Operating expenses (including some hourly wages)	5,903.00
(e) Workmen's compensation insurance (1.5% on salaries)	162.00
(f) Replacement and maintenance of equipment	3,000.00
(g) Cost of administration (5%)	<u>1,035.00</u>
	\$ 21,500.00

Part 3: Recurring annual budget for the project in general

Salaries

(a) James Miles, director	9,000.00
(b) Contribution to retirement policy of Mr. Miles, who is on leave from Purdue University (to be paid through Purdue University)	1,020.00
(c) Stenographer	2,400.00
(d) Workmen's Compensation Insurance (1.5% of all salaries)	171.00
(e) Expense and equipment (including travel, publications, workshops, office expenses)	19,709.00
(f) Cost of administration (5%)	<u>1,700.00</u>
	\$ 34,000.00

The Board directed the Executive Director to draw up a more detailed 1951-1952 budget to be submitted to the Board at its Biloxi Meeting.

The Board directed the Executive Secretary to confer with the NAEB treasurer and secretary in regard to the division among them of the duties now assigned to the treasurer and secretary, and to make recommendations as to future procedures at the Biloxi Meeting.

FROM THE MINUTES OF NOVEMBER 1 and 5, 1951

After discussing plans for operating the NAEB Tape Network in 1952-53 and thereafter, when the Kellogg grant will no longer support the entire operation, the following resolution was unanimously passed:

Resolved that the Board of Directors of NAEB commit the organization to collect from those members using the NAEB Tape Network sufficient funds to defray one-quarter of the cost of the network's operation effective July 1, 1952, the President to appoint a committee to draw up plans to accomplish this purpose.

The President appointed the committee as follows: Alvin Gaines, Allen Miller, and Burton Paulu (Chairman).

The President reported that he had concluded arrangements for the BBC to supply 12 dramatic programs to the NAEB Network, and that the BBC had waived some re-recording restrictions so that these might be duplicated for NAEB use. The programs include: The Lady's Not for Burning; Everyman; King Henry VIII; Caesar's Friends; Wilson of the Antarctic; The Young King; The Importance of Being Earnest; Richard II; Measure for Measure; Tartuffe; Spiders; and The Goat's Toe.



The President reported an arrangement he had made with David Bernstein, assistant to the Administrator of the Federal Security Agency, whereby the Agency would -- in the words of Mr. Bernstein -- "produce a tape copy of a regular weekly 15-minute program, which would consist of a continuing factual report of the American people on developments in health, education, family security, and related fields which are the concern of this Agency." This would be a 26-week series, distributed to NAEB members through the tape network.

There was discussion as to whether or not a by-law change was necessary in order to set up the position of Executive Secretary. (See Appendix C to Minutes of NABE Board meeting for September 14-15, 1951.) The Board sustained the Secretary's opinion that no change was necessary, an interpretation concurred in by Marks. (Marks stated during the afternoon session, however, that a by-law change would be necessary if the Executive Secretary were to have officer status, or were to sign agreements or checks in the name of the organization.)

Miles introduced Hugh Masters of the Kellogg Foundation who told the Board about some of the Foundation's work. He said that, in deciding how to distribute its funds, the Kellogg Foundation eliminated such possibilities as relief to the needy and pure research in order to finance the application of research; and that it worked principally in the fields of health and general education. He also said that it deliberately takes on some projects with an element of risk. He reviewed the experiences of the Foundation with the Rural Editorial Service.

Masters said that the Foundation exercised a strict hands-off policy regarding the administration of the activities it supported, although it wished to be informed of changes in purpose or policy after such grants have been made. However, the Foundation believes in flexibility and would go along with necessary changes in procedure if prior notification were given.

Masters said that many of their projects -- like ours -- have been confronted with the problem of building a staff and of insuring continuity of direction. He emphasized strongly that the Foundation is much interested in evaluating the results of the projects they support. They are anxious to avoid publicity in connection with the operations they subsidize. Masters said he does not believe radio and TV have realized their educational potentialities, and that our project should dig into "some of these things."

Major Allan R. Scholin and \_\_\_\_\_ appeared before the Board to propose an Air Force Training Center educational series on the NAEB network. Miles asked for an opinion as to whether or not the network could properly carry such a series; it was the sense of the group that it could (although no formal vote was taken).

There was discussion of the network acceptance policy, especially as it pertained to programs which might bring about adverse reactions in certain communities due to their dealing with sex, politics or other topics to which public opinion in those areas might react strongly. It was recommended that Miles and Rider should inform members in advance when such programs were being distributed so that local stations could carefully pre-monitor them if they wished to do so.



There was discussion of whether or not commercial stations may carry any NAEB Tape Network programs. Rider was instructed to tell all NAEB members receiving tape network service that these programs were not to be used over commercial outlets because many of the copyright and union releases which had to be secured before NAEB could have the use of the programs were given under the definite condition that they would not be used over commercial outlets.

Executive Director Miles reported on the as yet unsuccessful, although extensive, search conducted by NAEB Urbana headquarters for a tape duplicator.

He asked who should hold title for such capital outlay equipment as tape recorders or duplicators -- NAEB or the University of Illinois. The Board accepted the suggestion of Hudson that NAEB should hold title to such equipment.

The President reported the gift of \$600 from Cooper Union and the New York Herald-Tribune, and said that the money had been used to purchase recording tape and a Presto recorder.

The President read a letter from Wilbur Schramm, Dean of the Institute of Communications Research at the University of Illinois which reviewed the Kellogg project and offered some suggestions as to future developments. The letter is attached hereto as Appendix B.

The Executive Director submitted a proposal for raising money to defray the cost of operating the tape network in future years. This was referred to the special committee of Gaines, Miller, and Paulu set up by the Board on November 1 (See page 1, paragraphs 4 and 5 of these Minutes above.) with the request that they review the proposal and submit a plan at the general business meeting of the organization on November 4.

The Executive Director proposed that the News-Letter as now constituted be discontinued, and instead be sent out on a weekly basis from the office of the Executive Director. This was discussed briefly without decision.

The President directed that Smythe work with Miles on ways and means of evaluating the Kellogg project (See paragraphs 1, 2, and 3, page 3, above.)

The Board resolved to extend the appointment of James Miles as Executive Director from November 6, 1951 to August 31, 1952. (Miles was previously appointed to this position from September 1 to November 5, 1951; for action, see page 2, paragraph 6, Minutes of Board of Director's meeting of September 14-15, 1951.)

The President was authorized to appoint an executive committee to come together at organization expense between meetings of the full Board, with power to act in its place, but with the provision that the decisions and actions of the executive committee were to be subject to subsequent review and revision by the full membership of the Board.

APPENDIX A

Report of Committee on Proposed In-School Net Operation, prepared by Alvin M. Gaines, chairman.

Committee: Alvin M. Gaines, Chairman  
Marguerite Fleming  
(Mrs.) Kathleen Lardie  
James McAndrew  
Sam Gould  
Richard L. Rider, ex officio

The committee on Proposed In-School Net Operation met on the afternoon of May 3, 1951. Present were Kathleen Lardie, James McAndrew, Richard Rider, and Alvin Gaines.

Mr. Rider gave a brief background of events (from net headquarters point-of-view) leading up to the calling of the committee.

The need for an in-school broadcast service by the Network was agreed upon by all members of the committee. It was also brought out that the present Net operations would not mesh with the need of school stations to be able to audition programs months in advance of scheduling. The need for teacher material was also discussed, and the conclusion was reached that scripts, guides (single sheets) and manuals would have to be made available from the originating station. At least one script (guide and/or manual) for every station expressing interest in the program would be necessary. The possibility of preliminary auditioning by scripts was discussed. No final conclusion was reached on this.

Technical operations were discussed and Mr. Rider indicated that when the new multiple reproducing machine was available that the Net could handle a greatly increased distribution load.

Two major methods were proposed:

(1) Present bicycle method distributing a complete semester series at one time with a time interval at each station sufficient to audition and dub (if series is accepted) before forwarding.

(2) A method whereby a station could send tapes to Net headquarters and have a series transcribed for it. This method was not necessarily offered as a substitute for method 1, but as a supplementary method.

It is not the opinion of the committee that these two methods are by any means the only methods available.

It was at this point that the committee felt it necessary to know more about the dubbing facilities of the school stations, their interest in the proposed new service and what programs might be available. The chairman was instructed to arrange for such a survey.

Respectfully submitted,

ss: Alvin M. Gaines, Chairman

MINUTES

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
BOARD OF DIRECTORS MEETING

Allerton House, Monticello, Illinois  
June 8-9, 1951

APPENDIX A

\*\*\*\*\*

MEMORANDUM TO THE NAEB BOARD OF DIRECTORS

6.8.51

from Wilbur Schramm

Subject: Report of Progress

Background of the Kellogg grant

At the Lexington convention the members of NAEB approved by vote the proposal I made to them at that time, speaking for my colleagues at the University of Illinois. Later I reduced my proposal to writing, and it was formally accepted by the President of NAEB.

That memorandum is here available for anyone who wants to reread it. I shall reproduce briefly the pertinent quotes:

"Our chief interest in housing this network," I said, "is in being able to build around it a program of activities, services, and research which will improve the efficiency and quality of the network and react to the benefit of all the educational stations." With that purpose in mind the University of Illinois was to attempt to raise funds for such a program as the following: "Purchase of equipment for multiple tape duplication.... Funds to operate this tape exchange, providing that the member stations are willing to take over this basic operating cost on a gradual plan over a five-year period.....A continuing series of Allerton seminars.....A central office for the program, with a director to be responsible for exchange of information, for such central services as promotional materials, and in general for making the program of maximum use to the stations..... Experimental work....."

After the Lexington meeting, we entered at once into a long series of talks and correspondence with the W. K. Kellogg Foundation, who were most friendly and helpful. A tentative proposal was submitted before Christmas, a 100-page proposal in extenso in February, and finally a printed formal proposal to the Foundation-copies of which have been made available to your President-in March. In April the Foundation Board approved the grant. There were however still a few things to be worked out, and it was not until May 23 that President Emory W. Morris of the W. K. Kellogg Foundation was able to write me formally that the grant had been approved. This meeting now assembled at Allerton was arranged for the first available time after formal notice had been received.



### The Grant

The grant is for a sum of \$245,350, to be made available, says Dr. Morris in his letter of notification, "to the University of Illinois over a five-year period in the amounts indicated in the proposal of April, 1951."

These amounts, for the five years, are respectively

\$74,850

\$50,500

\$45,500

\$40,500

\$34,000

as outlined in the printed proposal.

The first year's grant is tentatively divided: \$19,350 for equipment for the network, \$21,500 for network operation, and \$34,000 for the project built around the network. Full details are in the printed proposal.

The University has not yet received the Foundation's check to cover the first year's activities, but the check is expected momentarily. Nor has the Foundation stated when it plans to announce the grant. Therefore, no publicity should be given the grant as yet.

### Conditions of the Grant

In notifying us of the grant, President Morris said that the conditions in the printed proposal, plus seven special conditions listed in his letter, would constitute the basic agreement. The seven conditions are:

- "1. Any changes in the budget as submitted by you should be approved by the Foundation in writing prior to the expenditure.
- "2. Any annual unexpended balance will be deducted from the ensuing year's payment. If, however, at the end of the fifth year there is an unexpended balance, we will give consideration to a request for its use to support the program for an extended period of time.
- "3. The fiscal year for this project will begin and continue each ensuing year from the first of the month on which the initial payment is made.
- "4. The Foundation will expect to receive from the National Association of Educational Broadcasters an annual progress report and evaluation of the total program and a statement concerning your plans and budget for each ensuing year.
- "5. At the close of each grant year it will be necessary that we receive from the accounting office of the University of Illinois, a signed financial statement showing disbursements made under this grant.
- "6. If in the development of this project it becomes necessary for the National Association of Broadcasters to reduce its commitment, the Foundation wishes to reserve the right to do the same.



"7. In event of a national emergency we feel that it would be appropriate to consider a mutually satisfactory modification of this commitment."

#### The University and the Grant

The University is glad to have the opportunity of providing a home for the network and associated project, and will give freely of its advice and help in developing the project as it has in developing the proposal and securing the grant.

The University asks only that the staff and other participants in the Kellogg project follow University financial and administrative procedures. For the accounting, purchasing, and other financial services which the University must render in connection with the project, and as a token payment for the room, utilities, furnishings, and service the project will require, the University will collect an overhead of 5% of expenditures. This is accepted practice and amounts to about one eighth of the overhead charged to government projects housed in universities.

As soon as the director and network manager are appointed, procedures in connection with the grant can be regularized, and the operation can get under way as soon as possible after the first check arrives.

#### The NAEB Board and the Grant

I hope therefore that the NAEB board will take four important actions at this meeting:

1. Nominate a project director, who will be headquartered at Illinois and be in general charge, subject to policy approval by the Board, of activities under the grant. This is an important position because the director will be responsible for putting much of the drive and imaginative lift into the project, for many of the contacts with and services to stations, and for most of the contacts with the Foundation.

2. Nominate a network manager, who will be headquartered at Illinois and in charge of network operations. This is likewise an important appointment because this man will be responsible for organizing the network on its new basis and keeping a flow of good programs going over it.

3. Nominate a working executive committee of three from the board. Travel funds in this grant will not permit bringing the entire board together very often during the year. Between meetings of the entire board, the project executive committee can function.

4. Take whatever steps are necessary to insure a standards and acceptance committee that will operate vigorously to set standards and screen the programs offered to the network. The University obviously should not take responsibility for this choice of programs, and the project director and network manager likewise should not have to do so.

These are immediate needs. Over the longer term of the project, the NAEB board and its project executive committee will have a still more important responsibility, for they will set the broad lines of policy which the staff of the project will follow. In other words, you have the challenge and the responsibility of saying in what direction the Kellogg grant develops, and, therefore, what the grant does for educational broadcasting in America.

Finally

Let me add a personal note.

It is a real and deep pleasure to be able to report this grant to you, not only because it represents the culmination of a year of work and many years of hoping and planning, but also because it represents the beginning of a new chapter in the history of the NAEB. At this point of the program I fade out and you fade in. Your board is going to set the policy for the project, within the limits and conditions of the grant, and your representatives are going to execute that policy. The grant is to the University of Illinois, but in a very real sense, therefore, it is your grant. This is your cue. You are on the air.

MINUTES

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
BOARD OF DIRECTORS MEETING

Biloxi, Mississippi, November 1 and 5, 1951

Appendix B

Excerpts from letter from Wilbur Schramm to Seymour Siegel, October 31, 1951

\* \* \* \* \*

Dear Sy:

There is a chance -- I see by the weather charts -- that I might not make it for the Board meeting Friday morning. Therefore, I am sending this letter by Dick Rider, who leaves in 10 minutes. If the weather is flyable by tomorrow afternoon, which is the earliest I can leave, I'll come and you can tear up the letter. If I don't get there, I'll ask Hudson to represent me where necessary, and you can make whatever use of the letter you wish.

Let me say, first of all, what a thrill and a joy it is to me to see the project begin to take shape around the network. I'm sure you understand my feelings on the matter, and I shan't labor them.

Let me say, in the second place, that Illinois will continue to try to be a good host and friend to the network and the project. I think Jim will tell you that he and Dick and the staff have been treated well so far. He may or may not know that this business so far has cost us about \$10,000. He will know, however, that we have given the project some of our best space and remodeled it; and space is so precious just now that I myself will have to move out of Gregory Hall as soon as my new Air Force Research contract starts.

It is a matter of great regret to me that I may not be able to be present at your first Board meeting with Hugh Masters. But Jim knows him now, and so does Bob Hudson. You will find Hugh a keen and critical friend, the best kind of friend for a project.

I had four matters on my mind which I hoped the Board would take up. These were:

1. The Program. I hope you will give Jim all the counsel you can about the nature of the program which is being built around the network. What kind of materials can the central office furnish you? What kind of regional meetings do you want? What can we do about encouraging the making of good programs for the network -- outside of the Ford programs? We haven't got \$300,000 for the purpose, but what could we do by distributing a few thousand around the member stations where real ideas and talent are ready to go into programs? What can we do to encourage some audience studies among member stations? The project has moved slowly thus far because we got our director late; now it should gather momentum fast.

2. Evaluation. We've got to have a yardstick against which to measure what we are doing. Furthermore, the Foundation will require not only an annual report and forecast program for the coming year, but also a stricter evaluation of the program. Why don't you appoint a kind of visitors committee from NAEB to look over the project in the spring of each year and make such suggestions as they can? And in the second and fourth years of the project, why not hire an outsider -- at least an "outsider" like Charles Siepmann -- to come in for a week, study the project, and make his own report and recommendations?

3. Take-Over. This isn't too early to begin making plans for taking over on a gradual basis the operating expenses of the network.

4. Jim's successor. Jim feels he should stay only one year. If that is so, and you can't change his mind, then I think you should have a successor by late next spring, so that there will be no hiatus. It seems to me you should do one of two things: (a) Bring in one of the titans of the organization to serve for a year, as Jim has done. This will be all right for one more year, but after that there should be continuity. If you bring in another one-year man he should be able to move to Urbana for the year, and we shall find him housing. Jim makes it as satisfactorily as anyone could, still keeping his home in Lafayette, but he would be the first to tell you that such an arrangement has grave difficulties, both for the project and more notably for the director. As another alternative, (b) you could bring in one of the younger men of NAEB to be director for the remainder of the project. I think it will have to be a younger man, whose obligations are not so severe and whose roots are not so deep in university security and tenure. For a younger man, this could be a stepping stone to a great career, and certainly would be if he did well in the directorship . . . . In appointing a younger man, you would not have to think of his salary in terms of the \$9000 in the budget. In fact, it would be better to pay him less at first and boost him.

Well, I hope I can say some or all of this at the meeting, and you don't have to deal with my suggestions second hand. But the weather may lick me this time, and if it does please give the Board my warmest greetings and my congratulations on the way they are digging into the new problems that come with this new era of NAEB.

With best personal wishes, I am

Sincerely yours,

Wilbur Schramm



EXCERPTS FROM BOARD OF DIRECTORS' MEETINGS  
PERTAINING TO LOWELL GRANT

FROM THE MINUTES OF MAY 1, 2, and 3, 1951

Probst, Siegel, Hudson, Hull, McCarty, and Wheatley of the NAEB Foundation Committee reported on the progress of the Committee's fund-raising activities. To date grants had been made as follows:

By the Fund for Adult Education (Ford Foundation)--

\$ 90,000 to the American Council on Education on behalf of the JCET.

\$ 25,000 direct to NAEB for a series of TV monitoring studies in Los Angeles, Chicago, Atlanta, and New York.

\$300,000 to the Lowell Institute as Trustee for an NAEB-sponsored program development project.

\$180,000 to Iowa State College, Ames, Iowa, for experimental television programs over WOI.

\$ 80,000 to WOI-TV, for television equipment. (Title to remain with the Ford Foundation.)

After extended discussion of the way in which the recently received Foundation funds should be administered, the Board took action as follows:

Resolved that the NAEB accept the Ford Foundation grant of \$25,000 for monitoring studies, and that the President be empowered to appoint a committee to set this project in operation.

The President set up this committee as follows: Probst, chairman; Hull; McCarty; Siegel; and Wheatley.

Resolved that the Board of Directors of NAEB accept the grant of \$300,000 from the Fund for Adult Education (Ford Foundation) for developing educational programs as specified in the memoranda accompanying the grant as made on April 5, 1951. (These memoranda will be issued at a later date as Appendix C to these minutes--Ed.) The President is to appoint a committee on the administration of this Ford \$300,000 grant in accordance with the terms of the grant. This special committee of the NAEB (George Probst, chairman; Richard Hull; Harold McCarty; Seymour Siegel; and Parker Wheatley) is authorized to plan and administer the programs in the five areas outlined in the grant. The Special Committee will keep the NAEB Board of Directors informed of its plans and operations, and will consult the Board of Directors for suggestions, comments and criticisms of these plans and operations. The Special Committee will confer with the Network operation manager on questions of educational station acceptance and distribution of these educational radio programs. The Special Committee will arrange with the Lowell Institute to provide the Board of Directors of the NAEB with continuing monthly reports of the financial arrangements and expenditures of the projects.

## NORTHWESTERN UNIVERSITY

Evanston, Illinois

January 21, 1952

Mr. Richard L. Rider, Manager  
NAEB Tape Network, Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Mr. Rider:

You will receive shortly our check for \$37.50 to cover WNUR's service assessment fee for NAEB Tape Network programs, covering the period January 1, 1952, to June 30, 1952.

WNUR understands the reasons for this fee and is very happy to cooperate in helping to finance the fine service received from NAEB Tape Network Headquarters; however, both Don Peddersen and I feel that perhaps a closer examination of station classifications for purposes of these fees is in order. We feel that the present classification system which includes 10 watt FM stations in the general group of stations with less than 1 KW of power is somewhat unfair financially. I should imagine that most 250 watt educational FM stations, for example, would be in a considerably better financial position than that in which most 10 watt FM stations find themselves.

I hope that you understand our suggestion. It means that although we recognize the expenses of the NAEB Tape Network operation, and despite our admiration for your splendid program service, WNUR may find itself in the unfortunate position of being unable to afford the rising cost of the Tape Network programs. We hope that a fourth classification for 10 watt FM stations will be made.

Sincerely,

RADIO STATION WNUR

/s/ Bill Butler

W. L. Butler, Jr.  
Station Manager

WLB/gp

MEMORANDUM  
January 25, 1952

To: Mr. Jim Miles, Executive Director

From: Mr. John W. Dunn

SUBJECT: Regional Conference For Region V

---

Immediately upon my return home from our meeting in New York, I contacted all of the 11 active members of Region V regarding the proposed regional conference. This contact was for several purposes:

1. To find out if the active members of this region agree with their director that a regional conference is needed.
2. To ascertain if the active members would be free to come to the University of Oklahoma on the tentative dates of March 28th and 29th for the regional meeting.
3. To find out just what the cost would be for a representative from each active member to make the trip.
4. To ask pointedly if active members would be willing to cooperate in formulating an agenda for the regional meeting.

As soon as I have heard from all of the active members and have compiled a report for you, I shall forward this information to you with certain recommendations regarding the proposed conference. I am hoping that this can be done within the next five or six days. Certainly there will be no delay on our part.

JWD/am

January 24, 1952

Mr. James S. Miles  
Executive Director, NAEB  
119 Gregory Hall

Dear Jim:

Television Digest notes new tape duplication machine developed by L. S. Toogood Recording Company and Rawdon Smith Associated to make 9 half-hour copies in 11 minutes (Vol. 7:52), Audio-Video Recording Co., 730 Fifth Ave., New York, reports it has machine which duplicates 5 one-hour reels in 4 minutes. Company says device was developed in conjunction with Ampex Electric Corporation, has been in service for sometime.

I know what Toogood says about same, but I feel the Washington and New York angles should be investigated in order to get fullest dope.

Regards,

Frank E. Schooley  
Treasurer

FES:fmh



# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

## VICE-PRESIDENT

GRAYDON AUSMUS  
WUOA, University of Alabama  
University, Alabama

## TREASURER

FRANK SCHOOLEY  
WILL, U. of Illinois  
Urbana, Ill.

## EXECUTIVE DIRECTOR

JAMES MILES  
GREGORY HALL, U. of Illinois  
Urbana, Ill.

## GENERAL COUNSEL

MARCUS COHN  
Capitol Building  
Washington, D. C.

## REGIONAL DIRECTORS



### Region I

#### PARKER WHEATLEY

WGBH, Lowell Institute  
Broadcasting Council  
Boston, Mass.

Maine, New York, Connecticut, New  
Hampshire, Massachusetts, Vermont,  
Rhode Island, Pennsylvania, New  
Jersey, Delaware and Maryland.

### Region II

#### ALVIN GAINES

WABE, Board of Education  
Atlanta, Ga.

Virginia, West Virginia, Alabama,  
Kentucky, Tennessee, North and  
South Carolina, Georgia, Florida  
and Mississippi.

### Region III

#### DO ABBOTT

WUOM, U. of Michigan  
Ann Arbor, Mich.  
Ohio, Michigan, Indiana, Illinois  
and Wisconsin.

### Region IV

#### RICHARD B. HULL

WOL, Iowa State College  
Ames, Iowa  
Iowa, Minnesota, North and South  
Dakota, Nebraska and Wyoming.

### Region V

#### JOHN DUNN

WNAD, U. of Oklahoma  
Norman, Okla.  
Missouri, Kansas, Colorado, New  
Mexico, Oklahoma, Arkansas, Texas  
and Louisiana.

### Region VI

#### ALLEN MILLER

KWSC, State College of  
Washington  
Pullman, Washington  
Montana, Washington, California,  
Idaho, Oregon, Nevada, Arizona,  
Utah and Territory of Hawaii.



## DIRECTOR OF STUDIES

DALLAS W. SMYTHE  
Illinois University Communica-  
tions Research Institute.  
Urbana, Illinois

## SECRETARY AND

## PUBLICATIONS EDITOR

BURTON PAULU  
WUOM, U. of Minnesota  
Minneapolis, Minnesota

Norman, Oklahoma  
January 24, 1952

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

EXHIBIT-I-A

Dear \_\_\_\_\_:

This is an important communication from your Regional Director of NAEB. We urge you to give it your full and immediate attention.

The Board of Directors of NAEB, at a recent meeting in New York City, voted to allow the Executive Director and Director of Region V to proceed with plans for a REGIONAL CONFERENCE in Region V. This conference would be a pilot project. If Region V get-to-gether is a success and meets the needs of active members, other regional conferences may be held in the future over the nation.

At the recent National Convention in Biloxi, only four of the eleven active members of this region were present. For some time, I have contended that the real strength of NAEB is in the regions and that we need REGIONAL CONFERENCES where we can discuss our mutual and special problems and thereby build a stronger national organization.

At our conference, we would discuss those things which YOU would want to bring out into the open; we would attempt to be mutually helpful. Certainly such a meeting would unite us in a commonness of purpose--a keen realization of just what our responsibilities are in this thing called educational broadcasting. Last but not least, we would get to know and respect each other -- something which is sadly lacking in Region V.

The national office would be represented at this meeting and possibly a top ranking consultant in educational broadcasting would be available. An opportunity would be afforded all of you to learn more about the national set-up of NAEB firsthand; and the consultant would be an inspiration for all of us. But in the main, the agenda for the two day meeting would come from YOU -- regional members who actually work in educational radio. Everything would be geared to your level of interest and needs.

More detailed information about the proposed REGIONAL CONFERENCE is enclosed. We need to know your reaction to the idea of a REGIONAL CONFERENCE as well as certain other pertinent information by return mail. Immediate action is of the utmost importance.

Sincerely yours,

John W. Dunn

:enc.

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

## VICE-PRESIDENT

CRAYDON AUSMUS  
WUOA, University of Alabama  
University, Alabama

## TREASURER

FRANK SCHOOLEY  
WILL, U. of Illinois  
Urbana, Ill.

## EXECUTIVE DIRECTOR

JAMES MILES  
GREGORY HALL, U. of Illinois  
Urbana, Ill.

## GENERAL COUNSEL

MARCUS COHN  
Cafritz Building  
Washington, D. C.

## REGIONAL DIRECTORS

★

### Region I

#### PARKER WHEATLEY

WGBH, Lowell Institute  
Broadcasting Council  
Boston, Mass.

Maine, New York, Connecticut, New  
Hampshire, Massachusetts, Vermont,  
Rhode Island, Pennsylvania, New  
Jersey, Delaware and Maryland.

### Region II

#### ALVIN GAINES

WABE, Board of Education  
Atlanta, Ga.

Virginia, West Virginia, Alabama,  
Kentucky, Tennessee, North and  
South Carolina, Georgia, Florida  
and Mississippi.

### Region III

#### WALDO ABBOTT

WUOM, U. of Michigan  
Ann Arbor, Mich.

Ohio, Michigan, Indiana, Illinois  
and Wisconsin.

### Region IV

#### RICHARD B. HULL

WOL, Iowa State College  
Ames, Iowa

Iowa, Minnesota, North and South  
Dakota, Nebraska and Wyoming.

### Region V

#### JOHN DUNN

WNAD, U. of Oklahoma  
Norman, Okla.

Missouri, Kansas, Colorado, New  
Mexico, Oklahoma, Arkansas, Texas  
and Louisiana.

### Region VI

#### ALLEN MILLER

KWSC, State College of  
Washington  
Pullman, Washington

Montana, Washington, California,  
Idaho, Oregon, Nevada, Arizona,  
Utah and Territory of Hawaii.

•

## DIRECTOR OF STUDIES

DALLAS W. SMYTHE  
Illinois University Communica-  
tions Research Institute.  
Urbana, Illinois

## SECRETARY AND

## PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

January 28th, 1952

Mr. Frank Schooley  
W I L L  
University of Illinois  
Urbana, Illinois

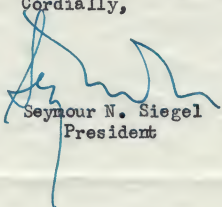
Dear Frank:

I have your note of January 24th concerning  
Pike and Fischer. I am glad that Leonard Marks was able  
to arrange for a continuation of the present low rate.

If you or Miles have the original letter  
from Miss Haskell, it might be a good idea to reply to  
her and quote the decision of John Willis.

The only other action that seems required is a transfer  
of the service from WOI to either WILL or to KUOM. Apparently  
Burton felt the need of having a service in the editing of the  
News-Letter. If WILL has no requirement in the interest of NAEB, then  
I suggest that the subscription be made to Paulu.

Cordially,

  
Seymour N. Siegel  
President

sns/t

January 31, 1952

Burton Paulu  
Station KUOM  
University of Minnesota  
Minneapolis, Minnesota

Dear Burton:

I trust that by this time you will have received your copies of the January Newsletter. The holdup was entirely due to availability of mimeograph machines. This office cut the stencils and supplied them to our stenographic service. I am sure we will have no future difficulties. It just happened we hit at the worst possible time. In addition, we had to have a re-run made. The 300 figure you supplied us was about 38 short of supplying the demand. This caused only a slight additional delay and only for some of the copies shipped in bulk. So with the grace of Uncle Sam's mail, the January issue will reach subscribers during January.

There is no lack of diligence on anyone's part. It is merely a circumstance which could not be avoided.

Sincerely,

James S. Miles  
Executive Director

JSM:rtb  
c.c.: Siegel, Ausmus, Schooley



NAEB HEADQUARTERS

February 1, 1952

TO MEMBERS OF THE NAEB BOARD OF DIRECTORS:

To say that I am fed up with hearing about the so-called "Directory of Educational Stations" which Dallas had compiled would be the understatement of the year. I think we can all agree on one thing. It was mislabeled. Dallas and I discussed this before he had it mimeographed and decided it was not a matter of grave importance. Evidently we were as wrong as we could be. I would merely by-pass this at the moment were it not for your insistence that I cause to have prepared "an accurate, up-to-date, list of NAEB members."

Dallas has assured me, and I am sure you trust his honesty as I do, that this listing was an accurate compilation barring clerical errors of the answers he got to a mail questionnaire. This questionnaire, I am sure, was scientifically designed, it was mailed to the best list available, repeated reminders were sent, and in the end, answers (which now seem inaccurate) were received from only forty-nine members. The above process took the better part of a year.

On or about October 1, I sent letters to 117 educational stations. I have received, to date, replies from about forty-two of these. I also wrote to thirty-nine associate members and to date have received answers from about fourteen. My experience with past questionnaires leaves me to believe I may, by the issuance of several follow-up letters, get twice the number of replies. This, of course, would by no means give us a complete list of members and their facilities. I suggest this will never be completely up-to-date, that maybe in two or three years through a series of visits, reports, etc. we will know considerable about 90 per cent of our members. About all I can promise you in the near future is an accurate list of those stations who have paid their tape network assessment fee and those institutions who have paid their NAEB dues. On a certain specific number of stations, perhaps thirty, maybe forty, I will be able to supply detailed information including number and name of staff members, number of studios, hours on air, facilities, etc.

Very honestly my best attempts to devise a questionnaire which could be sent to any small number of stations or institutions has been fruitless. When you get beyond the sheer call letters, frequency, and power, you get into tremendous differences which only a personal evaluation can rationalize.

I trust that this will, in some measure at least, show you why what has been called a "simple housekeeping function" has not been completed.

Sincerely,



Jim Miles  
Executive Director

JSM:bc

cc: Dallas Smythe  
H. B. McGarty



NAEB HEADQUARTERS

February 1, 1952

TO: Members of the Board of Directors

FROM: Dallas W. Smythe

SUBJECT: Directory of NAEB Stations

Jim Miles has read me his letter to you gentlemen on this topic. Let me state my views on the problem:

1. Apart from clerical errors in its preparation (such as the erroneous listing of WNYC's frequency), the shortcomings of the station directory distributed several months ago are attributable to either (a) failure of stations to respond to questionnaire and follow-up letters, or (b) inadequacy of the questionnaire itself.
2. The proper course of action to be taken in remedying the shortcomings of the offensive station directory depends on which of the three possible shortcomings you have in mind. I take it we all agree in disliking clerical errors, so that leaves the two other sources of dissatisfaction. I suppose that even the most indifferent members will finally respond to questionnaires after receiving, say 8 or 10 follow-up letters. So, given patience enough, Jim and I can eliminate the shortcomings arising from initial non-response.
3. This leaves inadequacy of the information sought by the questionnaire as the third and last source of trouble. Jim's letter seems to me to assume that it is this factor which underlies the complaints. I don't know whether this is the fact or not, but I have sensed that it was not. If I am wrong in this impression, then it seems to me that the next step is for the complainants to tell us in what respect the information sought to be collected by last year's questionnaire was deficient. In doing so they will probably tell us what policy purposes are ill-served by these deficiencies. But until and unless we are advised of specific shortcomings in the information sought to be collected last year, I would assume that hurt feelings could be assuaged by collecting the same information from substantially all members, and publishing a new edition free of clerical errors.
4. Unless Jim and I are advised to the contrary, I would think we should follow this course.

Sincerely yours,

Dallas W. Smythe  
Director of Studies

DWS:wc

## NAEB HEADQUARTERS

February 1, 1952

Mr. W. L. Butler  
Station WNUR  
Northwestern University  
Evanston, Illinois

Dear Bill:

Dick Hider has shown me your letter of January 21. The inequities you mention in the NAEB Tape Network assessment fees are very real. We undoubtedly will need a complete reassessment of this in the year to come. We will certainly keep your suggestion in mind as we develop the new fee schedule.

Sincerely,

/s/ Jim

Jim Miles  
Executive Director

JSM:rtb

AVAILABLE CHOICE AND COSTS

The Network normally will offer eight packages of programs per year. Even after individual distribution becomes possible some similar offering period will prevail. These eight packages constitute the normal services obtained by payment of the annual service assessment fee. It is not practical to materially increase this service without increasing the costs. Therefore, the in-school programs are not being offered in addition to the regular service but in lieu of a portion of it.

Two packages of in-school programs will be offered each year. This makes a total of ten packages. A station may select a maximum of eight packages for any one year. If a station desires all ten packages it will have to pay an additional fee to cover costs of recording, handling, etc.

One possibility being submitted to the Board is that the extra two packages will cost a station one-fourth of its annual assessment. This, it seems probable, would be the maximum cost. CAUTION:::This, I repeat is not final. The only thing certain at this time is, that if a station desires all programs, it will have to pay a small extra fee.

On the other hand, a school station can get six regular packages, enough to cover the school year--September through May--and both school packages at no increase over its regular assessment fee.

NAEB TAPE NETWORK

February 18, 1952

TO: NAEB BOARD OF DIRECTORS  
TAPE NETWORK ACCEPTANCE COMMITTEE  
IN-SCHOOL PROGRAM COMMITTEE  
MEMBER STATIONS

SUBJECT: Summary of proceedings and recommendations of the NAEB Tape Network Committee and the In-School Program Committee, as approved by the Executive Committee of the Board of Directors

The committees met jointly on February 7, 8, and 9 in Memorial Union of Purdue University, Lafayette, Indiana. Meetings were held the afternoon and evening of February 7, morning, afternoon, and evening of February 8, and the morning of February 9.

Present at the meetings were:

Tape Network Acceptance Committee: Burton Paulu, Chairman, KUOM; Bernard Buck, WNYC; Northrop Dawson, Jr., KUOM; Homer Salley, WFPL; Ray J. Stanley, Jr., WRA.

In-School Program Committee: Alvin Gaines, Chairman, WABE; Marguerite Fleming, KSLH; M. McCabe Day, WWSH; John Henderson, WBAA; James MacAndrew, WNYE.

From NAEB Headquarters: James Miles, Executive Director; Richard Rider, Network Manager

The principle findings and recommendations are included in the following attached materials:

Statement of Purpose of NAEB Tape Network (jointly compiled)  
Statement of Program Acceptance Standards (jointly compiled)  
Additional In-School Standards (addendum to above by In-School Committee)  
Recommendations of In-School Committee on Distribution of In-School Programs  
Recommendations for Program Selection Procedures (both committees)  
Miscellaneous Recommendations



## STATEMENT OF PURPOSE OF NAEB TAPE NETWORK

The NAEB Tape Network is a cooperative organization devoted to the dissemination of outstanding radio programs. It is operated by the National Association of Educational Broadcasters for its member stations, which are owned by educational institutions, municipalities, and public service agencies. It provides for the interchange of the best programs of its member stations, and procures and distributes programs from other sources.

The NAEB Tape Network Acceptance Committee and the In-School Program Committee have drawn up the following statement of purposes and objectives of the Network. Subject to such directives as the Board of Directors may lay down, and in accordance with whatever conditions may be imposed by the originating sources, copyright holders, or unions involved, the Tape Network shall provide for:<sup>1/</sup>

1. The interchange among member stations of programs they themselves produce. This is done to provide a wider range of program material, to stimulate the upgrading of local program standards, and to encourage the production of broadcasts in needed subject areas. Programs thus circulated will include:
  - a. Outstanding programs in all subject areas.
  - b. Programs from member stations utilizing special local resources or staff skills.
  - c. Special events recorded by the station to which the events are most accessible geographically.
2. The distribution to members of programs produced under NAEB auspices for Tape Network use.
3. The distribution to members of programs from non-NAEB sources.

In addition the Tape Network may distribute educational programs to non-member stations, both commercial and non-commercial, and make available such programs for non-broadcast use.

<sup>1/</sup> Last sentence added by Executive Committee.

## STATEMENT OF PROGRAM ACCEPTANCE STANDARDS

The following statement is intended as a guide in the selection of programs for use by the Tape Network. Obviously few programs can meet all the standards listed below; some programs excellently suited for the Tape Network may meet only a few of them.

The Network as now constituted is to a large extent an outgrowth of the first Allerton House Radio Seminar of 1949; therefore, it is fitting that the committees should accept the basic educational programming principles determined at that meeting. As phrased by Robert B. Hudson, "The Allerton seminar asserted that the aims of educational broadcasting are the broad aims of education:

"...education in a democracy has the responsibility of lifting the level of understanding and appreciation of the people, of giving the individual a knowledge of himself and his society, and of the tensions and perplexities in each;

"...in a free society it is essential that the individual have a continuing sense of belonging and participating, of keeping up with a complex and fast-moving world;

"...it is the responsibility of education to foster and further that feeling of belonging and counting."<sup>1/</sup>

The committees further agree that programs chosen for the Tape Network should meet certain minimum standards as to: (1) network suitability; (2) engineering standards; (3) audience appeal; (4) subject matter; and (5) presentation.

1. Network Suitability. The programs distributed should be of widespread interest and should be selected to supplement the program resources of individual stations.
2. Engineering Standards. The engineering standards of the programs distributed shall conform to the standards drawn up by the NAEB Tape Network Engineering Advisory Committee.
3. Audience Appeal. The programs should attract and hold their intended audiences.
4. Subject Matter. The programs - again in Hudson's words - should be "distinguished by...high concern for integrity in the selection...of materials, and by...consistent dedication to social purpose." Subject matter chosen should have the effect of:

"(1) informing,

"(2) stimulating the individual to organize and give meaning to information,

<sup>1/</sup> Robert B. Hudson, "Allerton House 1949, 1950", Hollywood Quarterly, Vol. V, No. 3, p. 239.

- "(3) contributing to the understandings that make for better human relations and adjustment,
- "(4) broadening participation in the culture of our society,
- "(5) acting as an outlet for the varied expressions of the community which the station serves, and acting as a force within the community to help it solve its problems, and
- "(6) leading the way, by experiment, towards new forms and activities of broadcasting."

In choosing subject matter it should also be recognized "that people cannot come to like what they have never experienced," for which reason we "must provide a variety of experience which permits and encourages the development of tastes and interests."<sup>2/</sup>

5. Presentation. Programs should meet high standards of presentation in writing, performance and direction.
- a. Writing:
- - should be well organized,
  - - should be stimulating and challenging,
  - - should fulfill the requirements of an effective oral style (simplicity, clarity, brevity),
  - - should be free of superficiality, self-consciousness, and stereotyped situations and characterizations,
  - - should be suitable in style to subject matter and intended audience.
- b. Performance:
- - should be understandable and intelligible, with suitable speech patterns,
  - - should be, in the case of dramatic and documentary material, plausible and consistent,
  - - should be free of stereotyped characterizations,
  - - should maintain a high level of performance skills.
- c. Direction:
- - should reflect a mature, intelligent grasp of the objectives of the program,
  - - should demonstrate an effective command of the principles of timing, pace, perspective, and effective integration of music and sound effects.

ADDITIONAL STANDARDS FOR  
IN-SCHOOL PROGRAMS

The In-School Program Committee recommends the following additional standards for evaluating school programs. Such programs should:

1. Enrich instruction in a given subject area,
2. Be geared for fairly specific school levels,
3. Stress simplicity in both writing and presentation,
4. Be paced for group listening,
5. Utilize vocabulary on an acceptable level,
6. Be accompanied by all available teacher material.



RECOMMENDATIONS OF IN-SCHOOL PROGRAM COMMITTEE ON CHARGES FOR  
AND DISTRIBUTION OF IN-SCHOOL PROGRAMS BY NETWORK

1. COSTS

The In-School Program Committee recommends that:

- a. School programs be offered to member stations in the form of semi-annual packages.
- b. The network offering of a certain number of packages during the year include the two school packages. Any subscribing station may elect to include the in-school offerings in lieu of a comparable number of non-school programs for the basic annual service assessment fee.
- c. If a subscribing station elects to take the in-school offerings in addition to the full amount of non-school offerings, there will be levied an additional assessment fee, the amount to be determined by the Executive Committee.

ADDENDUM:

On the present basis, eight packages per year will be considered a year's service paid for by the regular assessment fee. Adding the two school packages will make a total of ten. Each station is entitled to eight packages per year. If all ten are desired, it seems warranted to add a fee equal to one fourth of the annual assessment.

This method will require modifications when individual distribution is possible, but some similar basis can undoubtedly be arranged.

2. DISTRIBUTION

The In-School Program Committee recommends that:

- a. The present package-leg method of distribution be used for school programs.
- b. Each SHIPMENT of school programs contain one complete term series (14 programs).
- c. Teacher aid materials be sent directly to the member station as soon as that station indicates its choice of the series.
- d. It be made clear that this method of distribution is strictly temporary, pending future operational and equipment developments at Headquarters. Moreover, that the stations be informed that this is a temporary distribution method.

RECOMMENDATIONS OF THE NAEB NETWORK ACCEPTANCE COMMITTEE AND THE IN-SCHOOL  
PROGRAM COMMITTEE ON SPECIFIC METHODS OF IMPLEMENTING BASIC RECOMMENDATIONS  
ON PURPOSES AND PROGRAM ACCEPTANCE STANDARDS

1. Methods of determining programming needs.
  - a. Polling of member stations. (Recommended that this be done.)
  - b. Recommendations of committee members.
  - c. Securing the recommendations of subject matter experts.
  - d. Recommendations of NAEB officers and headquarters staff.
2. Specific methods of selecting programs for network offering.
  - a. General programs.
    - (1) The NAEB Network Acceptance Committee will meet at the call of the chairman in consultation with the headquarters staff. The headquarters office can request a meeting of the committee. Apart from such meetings as may be called the committee will continue to be a consultative body for the headquarters staff.
    - (2) Network headquarters will compose offering schedules in accord with the following:
      - (a) Headquarters will normally select the programs to be distributed.
      - (b) It will refer to the members of the committee all programs of a doubtful nature, or which involve points of network policy, or for which it desires the weight of committee support for its decisions.
      - (c) It will inform the committee members in advance what programs it intends to offer.
      - (d) Committee members reserve the right to request an opportunity to audition any program.
      - (e) Committee members will continue to make whatever recommendations they desire to the network staff.
      - (f) Network headquarters will endeavor to make arrangements which will enable it to offer the bulk of network programs at least three months in advance. This is not intended to exclude such programs as must be handled on a more immediate basis.
  - b. In-School programs.
    - (1) It is the recommendation of the in-school committee that it meet semi-annually. These meetings to take place the two days preceding the Ohio State Institute and the two days preceding the annual NAEB Convention.
    - (2) All in-school programs will be selected by the in-school committee at the meetings delineated in (1).

- (3) Between meetings of the in-school committee, school programs will be given a preliminary screening, so that the remaining programs can be given a careful evaluation at the meeting.

3. Specific program recommendations. (These suggested needed areas of programming are listed in the order given, and do not imply any kind of priority.)

- a. Social Sciences--areas such as mental health, child development, family relations, etc.
- b. International understanding. To include background material on crucial geographical areas of the world.
- c. Artistic and cultural programs of uniqueness and high quality.
- d. Historical perspective on current world affairs. Interpretation of current affairs in the light of historical parallels.
- e. School programs--more programs designed for elementary grades. Less emphasis on programs in area of social studies.
- f. School--natural sciences and nature study.
- g. School--rhythmics. (BEC program, MUSIC AND MOVEMENT, with Ann Driver suggested an excellent prototype. It was suggested that we check with BEC on whether this program might be made available.
- h. Commonly useful areas of assorted information. Programs designed for the lay-listener in legal problems, house buying and building, budget for a family, and similar areas.
- i. School--physical sciences for high school level.
- j. National problems. More detailed elaboration of these and international problems.
- k. Folk music.
- l. Music. Confined to unique programs not available from usual recording sources.
- m. Dramatized history. (Such as YOU ARE THERE.)
- n. Make greater use of one shot, or non-series programs. It was felt that a considerable number of programs not part of organized series could be utilized by the stations.
- o. General health programs.
- p. School--development of social attitudes at upper elementary level.

RECOMMENDATION OF PROGRAM ACCEPTANCE COMMITTEE ON  
AUDITIONING OF PROGRAMS BY NETWORK HEADQUARTERS

The NAEB Program Acceptance Committee recommends that:

1. Before a series is accepted by network headquarters, as wide a sample of individual programs as possible should be carefully auditioned. The above is not intended to preclude the offering of occasional timely series without previous auditioning.
2. Every effort should be made to carefully audition all individual programs before they are distributed to member stations. Such auditions will be conducted by a responsible person.
3. Based on the auditions indicated in 2, the Network Manager will:
  - a. Withdraw any undesirable programs.
  - b. Notify stations well in advance of any material that may raise questions of taste, obscenity, ethics, and similar problems.
  - c. Notify stations in all cases where individual programs have not been so screened.
4. Network headquarters will solicit, secure, and distribute available scripts and other descriptive materials about series and individual programs. This should include all materials useful in the promotion of NAEB programs.
5. The above measures will apply within the limits of time and personnel.
6. None of the above is designed to relieve station managers of any responsibility. The network cannot guarantee that all programs will conform to individual station policy or to the strictest rules and regulations in all cases. Both legally and morally the broadcast licensee assumes full responsibility for everything broadcast by its transmitter. This is intended to be assurance that network headquarters will do all it can to make the editing job as easy as possible.



# MISCELLANEOUS CONCLUSIONS AND RECOMMENDATIONS

1. General purpose of network. The network should devote its major effort to the distribution of well-planned and executed programs of significant educational and cultural purpose. It should offer a distinctive service of substantive programs having relatively long-term value.

This does not exclude programs of a timely nature, which require special handling, but such programs should, in view of present facilities, constitute a minor portion of the service.

2. "Propaganda" programs. A lengthy discussion was held on the inherent "propaganda" nature of programs originated by governmental agencies, foreign governments, and similar organizations. It was felt that no general policy of excluding such programs could be justified. Rather, each series should be judged on its individual merits.

The committees do not object to programs originated by governmental agencies, international organizations, and foreign governments. It does feel that the network should not be used for indiscriminate promotion of such organizations. Series originated by such organizations should be judged on the same basis as other programs.

3. Salley recommended that networks and other organizations producing programs be approached regarding the release to the tape network of such outstanding series in their archives as, CBC's YOU ARE THERE, and NBC's dramatizations of great novels.

4. Music programs. The committees generally agreed that music offerings by the network should consist of programs of a distinctly unique character. The network should not waste its time, money, and facilities distributing music performed by artists and consisting of compositions normally available on commercial transcriptions, or recordings.

There is some doubt as to the desirability of distributing more or less traditional music performed by the best college and university groups. This would bear further examination. In fact, some study needs to be made before a final policy on musical programs can be delineated.

5. The in-school committee recommended that a questionnaire study be conducted to determine deadlines, and scheduling problems for in-school programs.

6. The Network Acceptance Committee recommended that network headquarters issue a memorandum on the following:

- a. Dubbing of network programs for re-use.
- b. Dubbing of network programs for non-broadcast use.
- c. Policy against supplying non-member stations with network programs.
- d. Policy against use of network programs by campus wired-wireless stations.

is further recommended that such information as is applicable be obtained from the originating source and distributed to the member stations.

7. Both committees spent some time auditioning programs.

With the in-school committee this resulted in the selection of three of the desired four programs to be included in the first school package. The fourth program is to be selected at the earliest possible date by mailing audition copies to committee members.

For the Network Acceptance Committee the group auditioning proved to be an excellent opportunity to apply the general standards which had been established. This was of considerable value to committee members and to the headquarters staff. Such occasions enable the committee members and the network staff to reach a higher degree of understanding on scheduling programs on the network.

8. There was general agreement that the package method of distribution was not satisfactory, but that it should be continued as the most workable method pending the installation of a mass duplicator.

February 13, 1952

To: Members of the NAEB Board of Directors  
Tape Network Committee  
In-School Broadcast Committee

From: Burton Paulu

Subject: Summary of Meeting of Tape Network and In-School Broadcast  
Committees, Lafayette, February 7, 8 and 9, 1952

Attached is a summary of the high points of our meeting,  
together with a revised copy of the Statement of Purpose and outline  
of Program Acceptance Standards which we drew up.

Present at the sessions were:

From the Tape Network Program Committee: Bernard Buck, WNYC;  
Northrop Dawson, Jr., KUOM; Homer Salley, WFPL; Ray Stanley, WHA;  
Burton Paulu, KUOM (Chairman). From the In-School Program Committee:  
M. McCabe Day, WVSH; Marguerite Fleming, KSLH; John Henderson, WBAA;  
James MacAndrew, WNYE; Alvin Gaines, WABE (Chairman). Also James  
Miles, NAEB Executive Director and Richard Rider, Tape Network  
Manager.

Meetings were held the afternoon and evening of February 7, morning,  
afternoon and evening of February 8, and the morning of February 9.  
The results are covered in part by the attached materials:

Statement of Purpose of NAEB Tape Network (drawn up jointly by  
both committees)

Statement of Program Acceptance Standards (drawn up jointly by  
both committees)

Statement of In-School Standards (addendum to above by the  
In-School Committee)

Report of In-School Committee

Recommendations For Program Selection Procedures (both committees)

## STATEMENT OF PURPOSE OF NAEB TAPE NETWORK

The NAEB Tape Network is a cooperative organization devoted to the dissemination of outstanding radio programs. It is operated by the National Association of Educational Broadcasters for its member stations, which are owned by educational institutions, municipalities, and public service agencies. It provides for the interchange of the best programs of its member stations, and procures and distributes programs from other sources.

The NAEB Tape Network Acceptance and In-School Program Committees have drawn up the following statement of the purposes and objectives of the network:

1. The interchange among member stations of programs they themselves produce. This is done to provide a wider range of program material, to stimulate the upgrading of local program standards, and to encourage the production of broadcasts in needed subject areas. Programs thus circulated will include:
  - a. Outstanding programs in all subject areas.
  - b. Programs from member stations utilizing special local resources or staff skills.
  - c. Special events recorded by the station to which the events are most accessible geographically.
2. The distribution to members of programs produced under NAEB auspices for Tape Network use.
3. The distribution to members of programs from non-NAEB sources.

In addition the Tape Network may distribute educational programs to non-member stations, both commercial and non-commercial, and make available such programs for non-broadcast use.



## STATEMENT OF PROGRAM ACCEPTANCE STANDARDS

The following statement is intended as a guide in the selection of programs for use by the Tape Network. Obviously few programs can meet all the standards listed below; some programs excellently suited for the Tape Network may meet only a few of them.

The Network as now constituted is to a large extent an outgrowth of the first Allerton House Radio Seminar of 1949; therefore it is fitting that the committees should accept the basic educational programming principles determined at that meeting. As phrased by Robert B. Hudson, "The Allerton seminar asserted that the aims of educational broadcasting are the broad aims of education:

"...education in a democracy has the responsibility of lifting the level of understanding and appreciation of the people, of giving the individual a knowledge of himself and his society, and of the tensions and perplexities in each;

"...in a free society it is essential that the individual have a continuing sense of belonging and participating, of keeping up with a complex and fast-moving world;

"...it is the responsibility of education to foster and further that feeling of belonging and counting."<sup>1/</sup>

The committees further agree that programs chosen for the Tape Network should meet certain minimum standards as to: (1) network suitability; (2) engineering standards; (3) audience appeal; (4) subject matter; and (5) presentation.

1. Network Suitability. The programs distributed should be of widespread interest and should be selected to supplement the program resources of individual stations.
2. Engineering Standards. The engineering standards of the programs distributed shall conform to the standards drawn up by the NAEB Tape Network Engineering Advisory Committee.
3. Audience Appeal. The programs should attract and hold their intended audiences.
4. Subject Matter. The programs - again in Hudson's words - should be "distinguished by...high concern for integrity in the selection...of materials, and by...consistent dedication to social purpose." Subject matter chosen should have the effect of:

"(1) informing,

"(2) stimulating the individual to organize and give meaning to information,

---

<sup>1/</sup> Robert B. Hudson, "Allerton House 1949, 1950", Hollywood Quarterly, Vol. V, No. 3, p. 239.

- "(3) contributing to the understandings that make for better human relations and adjustment,
- "(4) broadening participation in the culture of our society,
- "(5) acting as an outlet for the varied expressions of the community which the station serves, and acting as a force within the community to help it solve its problems, and
- "(6) leading the way, by experiment, towards new forms and activities of broadcasting."

In choosing subject matter it should also be recognized "that people cannot come to like what they have never experienced," for which reason we "must provide a variety of experience which permits and encourages the development of tastes and interests."2/

5. Presentation. Programs should meet high standards of presentation in writing, performance and direction.

a. Writing:

- - should be well organized,
- - should be stimulating and challenging,
- - should fulfill the requirements of an effective oral style (simplicity, clarity, brevity),
- - should be free of superficiality, self-consciousness, and stereotyped situations and characterizations,
- - should be suitable in style to subject matter and intended audience.

b. Performance:

- - should be understandable and intelligible, with suitable speech patterns,
- - should be, in the case of dramatic and documentary material, plausible and consistent,
- - should be free of stereotyped characterizations,
- - should maintain a high level of performance skills.

c. Direction:

- - should reflect a mature, intelligent grasp of the objectives of the program,
- - should demonstrate an effective command of the principles of timing, pace, perspective, and effective integration of music and sound effects.

2/ Ibid., pp. 239-40.

## IN-SCHOOL STANDARDS ADDENDUM TO THE ABOVE

The In-School Program Committee drew up the following addendum relative to Network selections for in-school use, to point out that, in addition to the above standards, programs chosen for in-school broadcasting should:

1. Enrich instruction in given subject area.
2. Be geared for fairly specific school levels.
3. Stress simplicity in both writing and presentation.
4. Be paced for group listening.
5. Utilize vocabulary on acceptable level.
6. Be accompanied by all available teacher material.

## REPORT OF THE IN-SCHOOL COMMITTEE

### COST

1. It is the recommendation of the In-School Committee:
  - a. that school programs be presented to the membership in the form of two semi-annual packages.
  - b. that the network offering of a certain number of packages during the year include the two semi-annual school packages. Any subscribing station may elect to include the in-school offering in lieu of a comparable number of non-school offerings for the basic program service assessment fee the amount to be determined by the Executive Committee.

### DISTRIBUTION

1. The present package-leg method of distribution will be used, each shipment to contain one complete term-series (14 programs).
  - a. Teacher aid material will be sent directly to the member station as soon as the station signs for the series.
2. It is the recommendation of this committee that this distribution method be considered only as a temporary arrangement, pending further operational developments at headquarters.



## RECOMMENDATIONS FOR PROGRAM SELECTION PROCEDURES

Both committees agreed that areas of program need should be determined through: polling network members; recommendations from the two selection committees; suggestions from subject matter experts in the various fields involved; and ideas from the headquarters secretariat.

Suggestions made by the committee members as to areas for program selection included the following:

- Social sciences--family life, mental health, child development, community problems
- International Understanding--background programs on world trouble areas
- Backgrounding of National Events
- Significant Cultural Offerings--drama, music, art
- Nontechnical Practical Presentations of General Information in such fields as law, and medicine as applied to the average family.
- General Health
- Dramatic Recreation of Historical Events
- Outstanding One-Time Programs--talks, special events
- In-School Program Areas--nature study, physical science at the high school level, natural science, development of social attitudes

The school program committee plans to meet twice yearly in connection with the annual Columbus and NAEB conventions in order to monitor and select programs for network use. This committee is choosing its fall 1952 programs at the present meeting, and hopes to select winter 1952-53 programs at the November 1952 NAEB convention in Minneapolis. It was agreed by the headquarters staff and the school committee that all decisions as to in-school program offerings would be made by the committee, and that the headquarters would only implement the committee's decision.

The selection of non-school programs, on the other hand, will be done mostly by the headquarters staff, following the general policies laid down at this meeting in the statement of purpose and outline of program standards.

The Network Manager will keep in close contact with the committee, however, will send them advance lists of the programs he intends to circulate, and will send them sample tapes for individual monitoring if requested. He will also refer to them for guidance in matters involving difficult policy or program quality choices.

It was agreed by members of the Tape Network Acceptance Committee that the Committee should meet from time to time in the future upon call of the chairman if requests from committee members or headquarters staff made evident the need for such a meeting.

## OTHER BUSINESS TRANSACTED

It was the feeling of the entire group that the network should concentrate on programs of "timeless" rather than "immediate" interest, and that it should circulate programs only if their subject matter and quality set them apart from what most of the members could produce for themselves.

Salley recommended that networks and other program producing organizations be approached as for the release to the Tape Network of outstanding programs in their archives, such as "You Were There", and the NBC series dramatizing great novels.

A number of programs were monitored. Careful attention was given to the Federal Security Agency series being produced for Network use. After extended discussion it was decided to send the following telegram to President Seymour Siegel:

"Tape Network Committee after monitoring three FSA tapes unanimously recommends these not be offered to network reason poor audience appeal and mediocre presentation. Miles will suggest to Bernstein Monday no point FSA producing more programs for NAEB unless further consultation as to program quality leads to upgrading of output."

Rider drew up a resolution relative to headquarters pre-monitoring of all programs sent to the network; he will supply the final version of the resolution to the committee members.

Rider will also circulate to the entire network a codification of operating standards in regard to such things as the copying of programs and their use over commercial stations.

*Schooley*

February 18, 1952

Mr. John Dunn  
Radio Station WNAD  
University of Oklahoma  
Norman, Oklahoma

Dear John:

Thanks very much for getting your regional meeting prospectus to us on time. It was carefully considered and in essence approved. I guess I will just tell you what the thoughts were and let you make up your own complete picture.

1. It was the feeling of the Committee that the meeting should be held to "raise the level of educational broadcasting in NAEB Region 5."

2. It was suggested that you attempt to hold participants over another day. Traveling expenses will be the bulk of the cost and for very little more, we should be able to accomplish a lot more.

3. It was decided to hold a NAEB Executive Committee meeting prior to or following your conference and those officers would be available as panel leaders for the conference.

4. It was felt that nearly all of the sessions should be open so that interested non-NAEB members might attend.

5. It was felt that we should spend perhaps twice the budget you indicated. It was our thought that at least 2 persons should attend from each member institution, where that is possible. Undoubtedly, some saving could be made by paying only one first-class rail fare and using this to defray the expenses of an automobile which could bring 2 or more people. The Executive Committee specifically approved living expenses in Norman for at least 2 people from each active member institution and 1 person from each associate member institution.

6. The Committee felt that there should be a session on self-evaluation by members present. It also felt that if you desired, the following people could be called upon to do the following things: Siegel - inspirational kick-off message; Paulu - updating on NAEB; Miles - Headquarters operation; and Schooley and Ausmus as needed.



Mr. John Dunn

-2-

February 18, 1952

I am sure you can see by the above that the Committee was very well pleased with the work you have done, and felt that the regional meeting you propose could well be the most important meeting we have ever held. I was delegated to work with you on the details. I don't believe I will try to offer any more concrete suggestions as of this moment. Why not revise your plans in lieu of the above suggestions and let me have them for comment? Needless to say, I will be happy to work with you in any way you desire.

Sincerely,

/s/ Jim

Jim Miles  
Executive Director

JSM:MC



COPY

February 19, 1952

Mr. C. C. DeLong, Bursar  
100b Administration

Dear Cliff:

Pursuant to our telephone conversation today, I understand that you will write the Kellogg Foundation requesting that our grant year be changed to July 1-June 30 and stating that there are sufficient funds in this year's budget to carry us to June 30, 1952.

I also understand that you will write to Kellogg inquiring as to the type of financial report they expect and that you will prepare any such financial report for them.

Sincerely,

/s/ Jim

Jim Miles  
Executive Director

JSM:WC

cc: Seymour N. Siegel  
Frank Schooley ✓  
Wilbur Schramm

TO: NARB Board of Directors

Item No. 6a  
2-20-55

From: Frank E. Schooley *FS*

Re: Radio Network Fees

I recommend that the Executive Director be authorized to accept payment from new stations which provides for reaching the maximum fee in the third year, providing the initial fees shall be no less than one-half the current fee being charged network members.

Further, I recommend that the Executive Director be authorized to permit resumption of network service upon payment of the next higher fee than that paid when membership was dropped, providing, however, that in no event shall the fee be less than one-half the maximum currently being charged network members.

Action: Approved by Executive Committee. 2-20-55

TO: NAEB Board of Directors

Item No. 7  
2-20-55

From: Frank E. Schooley *FES*

Re: 1955 Convention Budget

It is suggested by the 1955 Convention Committee that a budget be set up by NAEB to handle pre-convention expenses and to provide a cushion for a closely-figured convention budget.

I recommend that the sum of \$500 be set up as the 1955 Convention fund, and that the Treasurer be authorized to make payments and charge them to this account when approved by the President or the Executive Director.

Action: Approved by Executive Committee. 2-20-55.

To: NAEB Board of Directors

Report #8  
2-22-55

From: Frank E. Schooley *FES*

Re: Executive Committee meeting 2-20-55.

1. I called a meeting of the Executive Committee for February 20 in Chicago in order to get rid of some of our business so that we would be less involved at the time of the Ohio State Institute. Copies of separate memoranda and minutes of Secretary Harley covering the meeting are enclosed.

2. As a result of our meeting I also discussed with Lenny Marks some of our problems and confirmed our understanding in writing. For your information I am enclosing a copy of my letter to Lenny.

3. At the present time I am hoping that the Board can do all of its business in a one-day session prior to the Institute. Also, I'm hoping that prior to the meeting I can get you an agenda along with some accompanying memoranda which we might wish to consider.

4. With this mailing there is a ballot on number 5 (Item 8) on which you are requested to vote. Most of you are aware of the difficulty we have had in getting this project wound up. I know of no other way except to take the bull by the horns and throw it.

5. Prior to the Institute you'll receive some suggestions and comments regarding the proposed renewal of a Kellogg project. This I consider to be one of our most important items of business.

6. Unfortunately, because of illness, Bob Coleman was unable to get to Chicago although he had planned to until the last minute.



C O P Y

February 22, 1955

Mr. Leonard Marks  
Cohn and Marks  
Gafritz Building  
Washington, D. C.

Dear Lenny:

This will confirm some of our conversation of yesterday.

1. Let's file on behalf of NAEB favoring the low powered television stations.

2. Let's watch the daytime sky wave preceding so that whatever is done is not to the detriment of any NAEB members. If and when we must take position to hold the front, let's file.

3. Our position on subscription television is that we sit by quietly.

4. I am glad to know that things look reasonably good in the tape-postage proposal.

5. I will get you our reaction at the proper time (I hope) on the petition of the National Association of Manufacturers.

6. I am forwarding your statement to Treasurer Bob Coleman for payment as per our discussion.

Kind personal regards.

Sincerely,

Frank E. Schooley  
President

FES:js

cc: Harry J. Skornia

To: NAEB Board of Directors

Report #9  
2-23-55

From: Frank E. Schooley *FS*

Re: Radio Network postage costs, Sept. 1 - Dec. 31, 1954. \*


Since Lenny Marks has indicated there is some hope of getting postal law on mailing of tapes liberalized and because we've been through first period of billing for postage, thought you might be interested in dope from Headquarters. Don't know whether figures are Skornia, Hill, Holt, or Biason, but here they are (I projected figures to an annual basis so you'd have picture):

<u>Zone</u>	<u>States Covered</u>	<u>Average Cost</u>	<u>Average Cost, Annual Basis</u>
1	Local		
2	Illinois Indiana Missouri	\$ 2.96	\$ 8.88
3	Indiana Iowa Kentucky Michigan Ohio Wisconsin	4.40	13.20
4	Alabama Kansas Minnesota North Carolina Ohio Oklahoma Pennsylvania South Carolina Tennessee	15.45	46.35
5	Florida Massachusetts New Jersey New York North Dakota Pennsylvania South Dakota Texas	21.08	63.24
6	Florida New Mexico Texas	21.50	64.50
7	California Oregon Texas	32.52	97.56
8	California Puerto Rico Hawaii	32.30	96.90

\* One-way postage only.

TO: NAEB Board of Directors

Item No. 12

From: Frank E. Schooley 

2-24-55

Re: Authority to Cancel Memberships and Bad Debts for Non-Payment.

There are a number of accounts on the NAEB ledger for non-payment of dues, non-payment of Newsletter subscriptions, and a few miscellaneous items. These should be removed in order to bring our books into better shape, give us a better picture, and make it easier on the Treasurer.

We have a few accounts that have run three and four years. We should no longer count or carry such. In some cases membership was taken out by an interested individual and the institution now ignores our billing. I think we should get these off the books after appraisal of individual situations, providing this action is indicated.

I recommend that the Treasurer, the President, and the Executive Director be authorized to cancel such bad debts providing that cancellation of memberships for non-payment of dues be reported to the Board of Directors.

To: NAEB Board of Directors  
From: Frank E. Schooley  
Re: Columbus, and other items.

Report #9  
3-9-55

1. Tentatively only, I'd suggest we plan to meet starting Monday evening, April 11, in the Deshler-Hilton, and plan meetings for Tuesday only. I'm opposed to meetings beyond Tuesday, although would meet for any emergency matters.
2. After conferring with the Executive Committee, the 1955 Convention Committee, and with Keith Tyler, I have invited Senator John W. Bricker to be our luncheon speaker at Columbus on April 14. This should be confidential.
3. I am asking Harold Engel, WHA, to be in charge of the luncheon at Columbus.
4. On or about April 1, I hope to set up agenda for Columbus meeting, get copies to you, along with any major proposals, so that you can consider before coming to the spot. At the same time, I shall firm up meeting times. Personally, I would be quite willing to meet with those present on Monday evening, forgiving any late arrival, if saving one more day makes it easier on any one or more members, and providing it is agreeable.
5. FYI, confidential, have this day invited President Pusey of Harvard to deliver keynoter at 1955 NAEB Convention in Chicago. Have also done some spade work, getting others to urge acceptance.
6. Incidentally, these items by mail and actions by Executive Committee have been effort on my part to expedite business, and to hold down length of Board meetings in Columbus. Most of you'll recall that Executive Committee is empowered to act providing actions are reported to Board and made a matter of Board record. This was action taken at Biloxi. I assure you, individually and collectively, that if Executive Committee acts on some item or items that you wish reconsidered, this is within both protocol and rights of Board member and your president was so ruled. But if there is no descent, then we've saved time.



MEMO

MILES

FROM: FES

RE: FURTHER ON NEA

SIR, DESPITE YOUR NOTE, I FAIL TO FIND (AND I'M PROBABLY  
BLIND) MENTION OF NEA ON PAGE 6 OF MAY-1-2-3 MINUTES. I  
HAVE ONLY EXCERPTS, AND FAIL TO FIND; I LOOK AT YOUR COMPLETE  
COPY, PAGE 6, AND I FAIL TO FIND. I RAISE SUBJECT AGAIN  
ONLY TO BE SURE WE FOLLOW THROUGH, ESPECIALLY IF THE  
TREASURER IS SUPPOSED TO PAY SOMETHING TO SOMEONE, OR ELSE.

FES

2-20-52

Schooley

FEBRUARY 18, 1952

JIM MILES  
EXEC DIR, NAEB

DEAR JIM:

TWO THINGS:

1. WILL YOU CHECK FURTHER AND ADVISE ME WHETHER OR NOT SAUL CARSON HAS BEEN PAID HIS \$100 FROM ANY ACCOUNT, BUT ESPECIALLY YOUR ACCOUNT. *pe*

2. CHECK ON THE NEA SITUATION/ ARE WE MEMBER? HAVE WE PAID. IF NOT, SHOULD I PAY? OR, IS IT STILL OPEN QUESTION.

3. ☒ HAVE ORDERED VARIETY FOR PAULU. ✓

4. ☒ AM CHECKING ON TELEVISION DIGEST. ✓

5. ☒ AM CHECKING ON US TREASURY BONDS, ONCE IN POSSESSION OF W. GRIFFITH.

6. ☒ HAVE PAID IOWA STATE COLLEGE BILL, LETTER FROM HALL. COPY TO YOU WHEN TYPED. ✓

FES

*not from Kellogg*

*See pg 6  
Bel minutes  
May 1-2-3/51  
no further action  
I can find  
no payment  
from Kellogg*

*755352  
755357  
75537*

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

## VICE-PRESIDENT

GRAYDON AUSMUS  
WUOA, University of Alabama  
University, Alabama

## TREASURER

FRANK SCHOOLEY  
WILL, U. of Illinois  
Urbana, Ill.

## EXECUTIVE DIRECTOR

JAMES MILES  
GREGORY HALL, U. of Illinois  
Urbana, Ill.

## GENERAL COUNSEL

MARCUS COHN  
Cafritz Building  
Washington, D. C.

## REGIONAL DIRECTORS



### Region I

PARKER WHEATLEY  
WGBH, Lowell Institute  
Broadcasting Council  
Boston, Mass.

Maine, New York, Connecticut, New  
Hampshire, Massachusetts, Vermont,  
Rhode Island, Pennsylvania, New  
Jersey, Delaware and Maryland.

### Region II

ALVIN GAINES  
WABE, Board of Education  
Atlanta, Ga.  
Virginia, West Virginia, Alabama,  
Kentucky, Tennessee, North and  
South Carolina, Georgia, Florida  
and Mississippi.

### Region III

WILDO ABBOTT  
WUOM, U. of Michigan  
Ann Arbor, Mich.  
Ohio, Michigan, Indiana, Illinois  
and Wisconsin.

### Region IV

RICHARD B. HULL  
WOL, Iowa State College  
Ames, Iowa  
Iowa, Minnesota, North and South  
Dakota, Nebraska and Wyoming.

### Region V

JOHN DUNN  
WNAD, U. of Oklahoma  
Norman, Okla.  
Missouri, Kansas, Colorado, New  
Mexico, Oklahoma, Arkansas, Texas  
and Louisiana.

### Region VI

ALLEN MILLER  
KWSC, State College of  
Washington  
Pullman, Washington  
Montana, Washington, California,  
Idaho, Oregon, Nevada, Arizona,  
Utah and Territory of Hawaii.

## DIRECTOR OF STUDIES

DALLAS W. SMYTHE  
Illinois University Commu-  
nications Research Institute.  
Urbana, Illinois

## SECRETARY AND

PUBLICATIONS EDITOR  
BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYC, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

Norman, Oklahoma  
Feb. 22, 1952

EXHIBIT III-A

Dear Mr. \_\_\_\_\_:

According to the records of the National Association of Edu-  
cational Broadcasters, \_\_\_\_\_ (school) is an Asso-  
ciate Member of the Association in Region V.

The Executive Committee of NAEB has authorized a conference  
for Active and Associate Members of NAEB in Region V to be  
held at the University of Oklahoma on March 28, 29 and 30.

This is the first time in the history of NAEB that a regional  
conference has ever been held. Frankly, this is a pilot con-  
ference. If successful, other regional conferences may be held  
over the country. All active members have indicated they will  
be in attendance. Certainly, we want to extend a most cordial  
invitation to all associate members to be with us on those  
dates.

I have been authorized by the Executive Committee of NAEB to  
inform you that the National Headquarters will pay hotel and meal  
expenses for one representative from your institution while  
in Norman for the conference. Headquarters cannot pay any  
transportation expenses.

All of the top brass of NAEB will be here for all three days  
of the conference: Siegel from WNYC, Ausmus from WUOA, Miles  
from NAEB Headquarters, Paulu from KUOM and Schooley from WILL.  
We believe that the program and activities of the conference  
will be of special interest to you as an associate member.

Please indicate on the enclosed postal card your interest in  
the regional conference and if we may expect a representative  
from your school on the dates and under the conditions as  
outlined above.

Cordially yours,

John W. Dunn  
Director Region V

EXHIBIT III-B

(Postal card sent with letter to Associate Members of NAEB.)

(school) \_\_\_\_\_ is \_\_\_\_\_ is not \_\_\_\_\_ interested in the  
Regional Conference of NAEB to be held at the University  
of Oklahoma, March 28, 29 and 30.

We plan \_\_\_\_\_ we do not plan \_\_\_\_\_ to send a representative  
to Norman under the conditions outlined by the Executive  
Committee of NAEB.

We suggest following topics be discussed at the meeting:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SIGNED \_\_\_\_\_



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS  
REGION V HEADQUARTERS

NORMAN, OKLAHOMA

TO \_\_\_\_\_ DATE February 23, 1952

FROM John W. Dunn, Director SUBJECT Regional Conference

There's good news today for all Active and Associate Members of NAEB in Region V! The Executive Committee of NAEB has given final and complete approval of the Conference for Region V to be held in Norman on March 28, 29, 30.

The Executive Committee has asked that the conference be set up for three days instead of the two as originally planned. So, the opening session will be scheduled for Friday morning at 10:00 a.m. and the closing session will be over by 3:00 p.m. on Sunday.

The place of the conference, as stated previously, will be the University of Oklahoma, Norman. All sessions will be held in the Oklahoma Memorial Union Building on the Main Campus.

The top brass of NAEB will be here for all three days of the conference and will be available for all meetings. The group will include: Seymour Siegel, WNYC, NAEB President; Graydon Ausmus, WUOA, Vice President; Burton Paulu, KUOM, Secretary and News Letter Editor; Frank Schooley; WILL, Treasurer; Jim Miles, NAEB Headquarters, Executive Director of NAEB.

DON'T FORGET! NAEB Headquarters will reimburse the representative from each ACTIVE MEMBER INSTITUTION for the following items:

1. 1st Class rail transportation and Pullman to and from Norman, Oklahoma
2. Meals en route to Norman
3. Hotel and meals while in Norman attending the conference

PLEASE NOTE: In order to encourage attendance, the Executive Committee has authorized the following: the price of 1st class transportation and Pullman to and from Norman may be applied on automobile transportation to and from Norman. If this is done NAEB will pay hotel and meals for TWO representatives from each ACTIVE MEMBER INSTITUTION while in Norman for the conference.

ALL Active Members have indicated that they will be free to come for the Conference. A little later we will ask each of you to indicate which of the two plans you will follow. Tax Exemption certificates will be issued those of you travelling by rail.

Since this is the first time in the history of NAEB that a regional conference has ever been held and since National Headquarters is spending a considerable sum of money on the conference, we MUST make the program the best possible. The conference is for YOU. We'll discuss those things which YOU want discussed.

Therefore, we need to have from YOU a list of topics which you think are important and should be a part of the program. DON'T DELAY! We must have your ideas by March 1st at the latest.

TRAVEL ... HOTEL ... MEALS INFORMATION

ALL SESSIONS OF THE NABE REGION V CONFERENCE WILL BE HELD IN THE OKLAHOMA MEMORIAL UNION BUILDING ON THE MAIN CAMPUS OF THE UNIVERSITY OF OKLAHOMA, NORMAN. NORMAN, OKLAHOMA IS LOCATED APPROXIMATELY 19 MILES SOUTH OF OKLAHOMA CITY

IF YOU ARE COMING BY RAIL...NORMAN is on the Chicago-Galveston main line of the Santa Fe with 3 trains daily each way--north and south. Some of you may find it more expedient to come to Oklahoma City on the FRISCO, ROCK ISLAND or M K & T. Connections at Oklahoma City for Norman by rail are not always convenient. There are busses every hour from Oklahoma City to Norman, but if you so desire, we will be glad to meet you in Oklahoma City.

NOTE: You will be furnished Tax Exemption Certificates for rail and Pullman travel. You must secure from ticket agent at time of purchase of accommodations a RECEIPT for the same. This receipt must be saved and used in filing your claim for reimbursement.

IF YOU ARE COMING BY AUTO...NORMAN is located on U.S. Highway 77. (U.S. 66 intersects 77 at Oklahoma City). Follow U.S. 77 into Norman. If you are traveling south, turn RIGHT at the FOURTH traffic signal; if you are traveling north, turn LEFT at the FIRST traffic light. After making turn, proceed on BOYD STREET to the SECOND traffic signal. Turn left here on ASP STREET. The Oklahoma Memorial Union Building is the SECOND building on your RIGHT. NOTE: Be sure to keep record of mileage from city limit of your home town to city limit of Norman.

IF YOU ARE COMING BY AIR...Braniff, American, Continental & Central Air Lines all have flights into Oklahoma City, using Will Rogers Air Port which is located some distance from Oklahoma City. If you plan to come by air, it will be more convenient for us to meet you at the air port rather than in downtown Oklahoma City. Private planes may land and find accommodations at the University's own air port in Norman.

NOTE: You will be furnished Tax Exemption Certificates for air travel. You must secure from ticket agent at time of purchase of accommodations a RECEIPT for same. This receipt must be saved and used in filing your claim for reimbursement. You will be allowed equivalent of 1st class rail and Pullman on air travel.

\*\*\*\*\*

Hotel-like accommodations may be had at the Extension Study Center on the North Campus of the University. Reservations have already been made to house all of the delegates very comfortably. Two people will be assigned to a room, but all rooms are commodious and furnished with single beds. The price per person per night is \$1.75 Transportation to the Main Campus will be furnished, cars leaving at stated intervals. NOTE: You must obtain a receipt for hotel accommodations no matter what the price. This receipt must be used in filing your claim for reimbursement.

\*\*\*\*\*

For those arriving early, luncheon and dinner on the 27th may be had in the Union's beautiful MING ROOM at reasonable prices. Breakfast on the 28th, in Will Rogers Cafeteria. All other meals on the 28th, 29th, and 30th will be group affairs and will be served in private dining rooms of the Union.

Schedule of prices as follows for group meals: Breakfast, \$1.25; Luncheon, \$2.00; Dinner, \$3.00; tentative reservations have already been made for all group meals.

NOTE: Delegates will purchase meal tickets for all group meals at time of registration. You must keep a record of what you spend for meals.

TRAVEL...HOTEL...MEALS INFORMATION

ALL SESSIONS OF THE NAEB REGION V CONFERENCE WILL BE HELD IN THE OKLAHOMA MEMORIAL UNION BUILDING ON THE MAIN CAMPUS OF THE UNIVERSITY OF OKLAHOMA, NORMAN. NORMAN, OKLAHOMA IS LOCATED APPROXIMATELY 19 MILES SOUTH OF OKLAHOMA CITY

IF YOU ARE COMING BY RAIL...NORMAN is on the Chicago-Galveston main line of the Santa Fe with 3 trains daily each way -- north and south. Some of you may find it more expedient to come to Oklahoma City on the FRISCO, ROCK ISLAND or M K & T. Connections at Oklahoma City for Norman by rail are not always convenient. There are busses every hour from Oklahoma City to Norman, but if you so desire, we will be glad to meet you in Oklahoma City.

\*\*\*\*\*

IF YOU ARE COMING BY AUTO...NORMAN is located on U.S. Highway 77. (U.S. 66 intersects 77 at Oklahoma City). Follow U.S. 77 into Norman. If you are traveling south, turn RIGHT at the FOURTH traffic signal; if you are traveling north, turn LEFT at the FIRST traffic light. After making turn, proceed on BOYD STREET to the SECOND traffic signal. Turn left here on ASP STREET. The Oklahoma Memorial Union Building is the SECOND building on your right.

\*\*\*\*\*

IF YOU ARE COMING BY AIR...Braniff, American, Continental & Central Air Lines all have flights into Oklahoma City, using Will Rogers Air Port which is located some distance from Oklahoma City. If you plan to come by air, it will be more convenient for us to meet you at the air port rather than in downtown Oklahoma City. Private planes may land and find accommodations at the University's own air port in Norman.

\*\*\*\*\*

Hotel-like accommodations may be had at the Extension Study Center on the North Campus of the University. Reservations have already been made to house all of the delegates very comfortably. Two people will be assigned to a room, but all rooms are commodious and furnished with single beds. The price per person per night is \$1.75. Transportation to the Main Campus will be furnished, cars leaving at stated intervals.

NOTE: Your hotel bill will be paid by NAEB. You will NOT have to pay for your hotel accommodations but you will have to register at the Extension Study Center.

\*\*\*\*\*

For those arriving early, luncheon and dinner on the 28th may be had in the Union's beautiful MING ROOM at reasonable prices. Breakfast on the 28th, in Will Rogers Cafeteria. All other meals on the 28th, 29th and 30th will be group affairs and will be served in private dining rooms of the Union.

Schedule of prices as follows for group meals: Breakfast, \$1.25; Luncheon, \$2.00; Dinner, \$3.00; tentative reservations have already been made for all group meals.

NOTE: You will not have to pay for any of the group meals while in attendance at the Conference. NAEB Headquarters will pay for all of the meals of the official delegates from Associate members.

Headquarters will be billed by the Extension Study Center and the Oklahoma Memorial Union for all services rendered to official delegates in the way of sleeping accommodations and group meals;



( Please return this sheet as soon as you have completed your plans for attending the REGIONAL CONFERENCE in Norman. The information will help us serve you better )

TRAVEL -- \*I plan to come to Norman by RAIL and will need Tax Exemption Certificates

for ROUNDTrip 1st Class or Coach \_\_\_ Pullman, ROUNDTrip \_\_\_ ONE WAY \_\_\_

I will arrive in Norman \_\_\_ Oklahoma City \_\_\_ via \_\_\_ March \_\_\_

at \_\_\_ A.M. \_\_\_ P.M. Please meet me in Oklahoma City \_\_\_

I plan to leave Norman \_\_\_ Oklahoma City \_\_\_ via \_\_\_ March \_\_\_

at \_\_\_ A.M. \_\_\_ P.M.

\*I plan to come to Norman by automobile under the conditions as outlined by the Executive Committee of NAEB \_\_\_, arriving March \_\_\_ at approximately

\_\_\_ A.M. \_\_\_ P.M. I will bring \_\_\_ person(s) with me to the conference.

NOTE: If more than two people plan to come, hotel and meals will be charged at the same rate as for official delegates.

\*I plan to come to Norman by AIR and need Tax Exemption Certificates \_\_\_

I will arrive on BRANIFF \_\_\_ AMERICAN \_\_\_ CONTINENTAL \_\_\_ CENTRAL \_\_\_ Flight # \_\_\_

on March \_\_\_ at \_\_\_ A.M. \_\_\_ P.M.

I plan to leave on BRANIFF \_\_\_ AMERICAN \_\_\_ CONTINENTAL \_\_\_ CENTRAL \_\_\_ Flight # \_\_\_

on March \_\_\_ at \_\_\_ A.M. \_\_\_ P.M.

HOTEL -- I will need hotel accommodations in Norman for \_\_\_ person(s) for nights of

March 27 \_\_\_ March 28 \_\_\_ March 29 \_\_\_ March 30 \_\_\_

MEALS -- I will need the following meals (please indicate number of persons in the blank spaces)

MARCH 28th- Friday

MARCH 29th-Saturday

MARCH 30th- Sunday

Group Breakfast \_\_\_

Group Breakfast \_\_\_

Group Luncheon \_\_\_

Group Luncheon \_\_\_

Group Dinner \_\_\_

Group Dinner \_\_\_

Group Dinner \_\_\_

Use the back of this sheet for any questions which you may wish to ask. Remember 1st Class Rail and Pullman as well as hotel and meals for OFFICIAL DELEGATES will be paid for by NAEB HEADQUARTERS.



INFORMATION FOR REGIONAL HEADQUARTERS

EXHIBIT VI--B

(Please return this sheet as soon as you have completed your plans for attending the REGIONAL CONFERENCE in Norman. The information will help us serve you better.)

---

TRAVEL --\*I plan to come to Norman by RAIL. I will arrive in Norman \_\_\_\_\_

Oklahoma City \_\_\_\_\_ via \_\_\_\_\_ March \_\_\_\_\_ at \_\_\_\_\_ a.m.

\_\_\_\_\_ p.m. Please meet me in Oklahoma City \_\_\_\_\_

I plan to leave Norman \_\_\_\_\_ Oklahoma City \_\_\_\_\_ via \_\_\_\_\_

March \_\_\_\_\_ at \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.

\*I plan to come to Norman by automobile, arriving March \_\_\_\_\_ at approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. I will bring \_\_\_\_\_ person(s) with me to the conference.

NOTE: If more than one person plans to come, hotel and meals will be charged at the same rate as for official delegate.

\*I Plan to come to Norman by AIR. I will arrive on BRANIFF \_\_\_\_\_

AMERICAN \_\_\_\_\_ CONTINENTAL \_\_\_\_\_ CENTRAL \_\_\_\_\_ Flight # \_\_\_\_\_

on MARCH \_\_\_\_\_ at \_\_\_\_\_ a.m. \_\_\_\_\_ p.m.

---

HOTEL -- I will need hotel accommodations in Norman for \_\_\_\_\_ person(s) for nights of March 27 \_\_\_\_\_ March 28 \_\_\_\_\_ March 29 \_\_\_\_\_ March 30 \_\_\_\_\_.

---

MEALS -- I will need the following meals (please indicate number of persons in the blank spaces).

MARCH 28th - Friday

MARCH 29th - Saturday

MARCH 30th - Sunday

Group Breakfast \_\_\_\_\_

Group Breakfast \_\_\_\_\_

Group Luncheon \_\_\_\_\_

Group Luncheon \_\_\_\_\_

Group Dinner \_\_\_\_\_

Group Dinner \_\_\_\_\_

Group Dinner \_\_\_\_\_

---

Use the back of this sheet for any questions which you may wish to ask. Remember hotel and group meals for OFFICIAL DELEGATE from Each Associate Member will be paid for by NAFB HEADQUARTERS direct. You will not have to pay out any of your money and be reimbursed.

YOU can't afford to miss the REGIONAL CONFERENCE

March 28, 29, & 30 at the University of Oklahoma, Norman. The conference will make educational radio history. That's true! But what's even more important YOU will have an opportunity of meeting and working with some of the grandest guys and gals ever. They're all working just like YOU to make educational radio really count.

HERE'S THE TOP BRASS FROM NAEB:

Seymour N. Siegel, WNYC, New York City, President of NAEB  
 Graydon Ausmus, WUOA-FM, University of Alabama, Vice President, NAEB  
 Burton Paulu, KUOM, University of Minnesota, Secretary & News Letter Editor, NAEB  
 Frank Schooley, WILL, University of Illinois, Treasurer, NAEB  
 Jim Miles (on leave from WBAA) Executive Director, NAEB, Urbana, Illinois

ACTIVE MEMBERS OF REGION V (they've all said they'll be here):

John W. Dunn, WNAD & WNAD-FM, University of Oklahoma, Region V Director

R. Edwin Browne, KFKU, University of Kansas

Lucile Ruby, WLSU-FM, Louisiana State University

Bill Gemar, KMWU-FM, University of Wichita

Jim Randolph, KWGS-FM, University of Tulsa

Robert D. Hilgendorf, KSAC, Kansas State College

John Woodworth, KOAG, Oklahoma A & M College

Virgil C. Hicks, KVOF-FM, Texas Western College

Elaine Tucker, KOKH-FM, Oklahoma City Board of Education

Marguerite Fleming, KSLH-FM, St. Louis Board of Education

Rose Jeanne Carlisle, KANW-FM, Albuquerque High School

ASSOCIATE MEMBERS REGION V HAVE BEEN INVITED

c TO DATE THE FOLLOWING ARE COMING:

Ton Rishworth, University of Texas

John Bachman, Baylor University

Lowell G. Perry, Abilene Christian College

WE HAVEN'T HEARD FROM THESE:

Southeastern College of Louisiana  
 Kansas State Teachers College  
 University of Colorado

MANY OF THE ACTIVE AND ASSOCIATE MEMBERS ARE COMING THROUGH BY CAR AND BRINGING SEVERAL OF THEIR STAFF MEMBERS WITH THEM. THAT'S THE RIGHT IDEA! THE MORE WE HAVE AT THE REGIONAL CONFERENCE, THE BETTER CONFERENCE WE'LL HAVE.

## REGION V, NATIONAL ASSOCIATION EDUCATIONAL BROADCASTERS

TO \_\_\_\_\_ DATE March 14, 1952  
 FROM John W. Dunn, Regional Director SUBJECT Regional Conference

Some of the ACTIVE members have suggested that stations either send in or bring in to the conference exhibits of forms and materials used in transacting station business, e.g., station logs, work sheets for engineers, recording notices, etc. If members care to do this, we'll furnish space for exhibits.

President Seymour Siegel informs us that Wilbur Schramm may be with us for the conference. Wilbur is one of the outstanding authorities in the field of communications and heads up the Division of Communications at the University of Illinois.

Jim Miles reports that conference members will have the opportunity of hearing the first production in the series, Our American Heritage. Some fine acting here.

The Executive Committee of NAEB--Siegel, AUSMUS, Paulu, Schooley & Miles--will be in session here on the 27th. This assures us more than ever that these outstanding leaders in educational radio will really be here for the conference.

Many of you are taking advantage of NAEB's generous offer to provide hotel and meals for TWO delegates if 1st class transportation and Pullman is applied on car expenses to Norman. This is a fine spirit and we appreciate it very much.

Here is a check list which we want you to study very carefully. If there isn't a check mark in any of the columns by the side of your institution, please send in that information which we have requested just as soon as possible. WE NEED IT in order to do our job of running the conference for you.

CONFERENCE INVITATION SENT TO	CONFERENCE INVITATION ACCEPTED	TRANSPORTATION, MEALS HOTEL INFORMATION RECEIVED FROM MEMBER	QUESTIONS FOR SATURDAY MORNING SESSION RECEIVED
<u>Wichita University</u>			
<u>University of Kansas</u>			
<u>Kansas State College</u>			
<u>Tulsa University</u>			
<u>Oklahoma A &amp; M</u>			
<u>Albuquerque High School</u>			
<u>Okla. City Board of Ed.</u>			
<u>St. Louis Board of Ed.</u>			
<u>Texas Western College</u>			
<u>Louisiana State Univ.</u>			

Have you started work on YOUR SELF-EVALUATION report for the afternoon session of March 29th? Remember: TWO SESSIONS of the conference depend on this self-evaluation which we're asking all of the active and associate members of Region V to prepare IN WRITING and present.

Don't forget that it's less than TWO WEEKS until the 1st Regional Conference ever held in NAEB convenes. YOU can't afford to miss this conference.

THE CONFERENCE NEEDS YOU. . . . . . YOU NEED THE CONFERENCE

FIRST  
REGIONAL CONFERENCE  
REGION V

EXHIBIT IX

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

UNIVERSITY OF OKLAHOMA  
NORMAN

MARCH 28, 29 and 30  
OKLAHOMA MEMORIAL UNION BUILDING

NATIONAL OFFICERS

Seymour Siegel, WNYC  
Graydon Ausmus, WUOA-FM  
Burton Paulu, KUOM  
Frank Schooley, WILL  
James Miles, WBAA

PRESIDENT  
VICE-PRESIDENT  
SECRETARY  
TREASURER  
EXECUTIVE DIRECTOR

John W. Dunn, WNAD

Director for Region V

REGION V

ACTIVE MEMBERS

1. KVOF-FM, Texas Western College\*
2. KANW-FM, Albuquerque High School\*
3. KSLH-FM, St. Louis Board of Education\*
4. WLSU-FM, Louisiana State University\*
5. KWGS-FM, University of Tulsa\*
6. KSAC, Kansas State College\*
7. KFKU, University of Kansas\*
8. KOAG, Oklahoma A & M College\*
9. KMUW-FM, University of Wichita\*
10. KOKH-FM, Oklahoma City Board of Education\*
11. WNAD & WNAD-FM, University of Oklahoma\*

ASSOCIATE MEMBERS

1. Baylor University\*
2. University of Texas\*
3. Abilene Christian College\*
4. El Paso Public Schools
5. Southeastern Louisiana College
6. University of Colorado\*
7. Kansas State Teachers College\*

\* Represented at Conference



PROGRAM SCHEDULE FOR REGIONAL CONFERENCE  
REGION V, NAEB, MARCH 28, 29 & 30, NORMAN

1.

FRIDAY, MARCH 28th

- 9:00 a.m. - 10:00 a.m. REGISTRATION, WNAD LOBBY, South Wing, Oklahoma Memorial Union Building
- 10:00 a.m.- 12:00 noon OPENING SESSION, Room 165 UNION, Regional Director John W. Dunn, presiding
- 10:00-10:05 Meeting Called to Order by the Regional Director
- 10:05-10:15 Roll Call for Active and Associate Members, Region V
- 10:15-10:20 Welcome to the University of Oklahoma - Carl Mason Franklin, Executive Vice President, University of Oklahoma
- 10:20-10:30 Announcements
- 10:30-11:30 "The State of Educational Broadcasting in the USA" - Seymour N. Siegel, WNYC, President, National Association of Educational Broadcasters
- 11:30-12:00 Questions and Group Discussion pertaining to President Siegel's Message to Active and Associate Members of Region V
- 12:15 p.m. - 1:45 p.m. LUNCHEON SESSION, Dining Rooms 2 and 3 UNION, Vice President Graydon Ausmus, WUOA, presiding
- 1:00-1:40 "Public Relations for Educational Broadcasters" - George W. Churchill, Director of Public Relations, University of Oklahoma
- 2:00 p.m. -- 4:00 p.m. AFTERNOON SESSION, Room 165 UNION. General Theme: NAEB Comes to the Grassroots. Regional Director John W. Dunn, presiding.
- 2:00-2:45 "Bringing NAEB Up to Date for Regional Members" - NAEB Treasurer Frank Schoolley, WILL.
- 2:45-3:00 Questions from the Floor on NAEB
- 3:00-3:45 "NAEB Headquarters and NAEB Tape Network Operation" - Jim Miles, WBAA, Executive Director, NAEB
- 3:45-4:00 Questions from the Floor on Headquarters and Tape Network
- NOTE: Since a great number of delegates in attendance will not have had an opportunity to check in earlier, the afternoon session will close around 4:00 p.m.
- 6:30 p.m. -- 8:30 p.m. DINNER SESSION, Dining Rooms 2 and 3 UNION, Regional Director John W. Dunn, presiding
- 7:30-8:15 "The Free World vs Communism" - Dr. M. L. Wardell, David Ross Boyd Professor History, University of Oklahoma
- 8:30 p.m. - 10:00 p.m. WE GET ACQUAINTED, West Lounge of the Union
- WNAD OPEN HOUSE Coffee Served in Studio A  
SPECIAL AUDITION of NAEB SHOW--Room 160 UNION

SATURDAY, MARCH 29th

8:30 a.m. -- 9:30 a.m. BREAKFAST SESSION, Dining Rooms 2 and 3 UNION. No formal program. It is suggested that delegates eat in four general groups: (1) Public School Stations; (2) University and College FM Stations; (3) University and College AM Stations; (4) Associate Members.

10:00 a.m.- 12:00 noon MORNING SESSION, Room 165 UNION. President Seymour Siegel, presiding. General Theme: Information, Please!

RESOURCE PANEL: T. D. Rishworth, Radio House, University of Texas; Marguerite Fleming, KSLH; R. Edwin Browne, KFKU; Jim Randolph, KWGS.

Siegel, Schooley, Ausmus, Paulu and Miles available for comment.

Topics selected from those previously submitted by regional members will form the basis of this two hour session.

12:15 p.m. - 1:45 p.m. LUNCHEON SESSION, Ming Room UNION. Secretary Burton Paulu, KUOM, presiding.

1:00--1:40 "The Educational Broadcaster Reports the News" - Ken Miller, News Editor, Radio Station KVOO, Tulsa

2:00 p.m. -- 5:00 p.m. AFTERNOON SESSION, Room 165 UNION. Vice President Graydon Ausmus, WUOA, presiding. General Theme: We Evaluate Our Operations.

This is a session in which ACTIVE and ASSOCIATE members will evaluate their operations—a very critical self-analysis both from the view point of what is good, what is bad, and what they might wish to do. TEN MINUTES allotted each member.

It is highly important that the statements be prepared in writing BEFORE the member comes to Norman so that they can be submitted to the presiding officer AFTER the member reports.

6:30 p.m. -- 8:30 p.m. DINNER SESSION, Dining Rooms 2 and 3 UNION. Regional Director John W. Dunn, presiding

7:30--8:15 "America's Role in the Far East" - Dr. Percy W. Buchanan, Director of the Institute of Asiatic Affairs, University of Oklahoma.

8:30 p.m. - 10:00 p.m. EVENING SESSION, Room 165 UNION. Treasurer Frank Schooley, WILL, presiding. General Theme: This Thing Called Educational Television.

RESOURCE PANEL and DISCUSSION LEADERS: Burton Paulu, KUOM and Graydon Ausmus, WUOA.

SUNDAY, MARCH 30th

8:30 a.m. -- 9:30 a.m. BREAKFAST SESSION, Dining Rooms 2 and 3 UNION, No specific program planned.

10:00 a.m.- 12:00 noon MORNING SESSION, Room 165 UNION. Executive Director Jim Miles, WBAA, presiding.

Workshop topics for this session will be selected from the Self-Evaluation Statements handed in by ACTIVE and ASSOCIATE members at the afternoon session on Saturday. Through a development of these topics educational broadcasting in Region V will be greatly benefited.

12:15 p.m. - 1:45 p.m. DINNER SESSION, Dining Rooms 2 and 3 UNION. Regional Director John W. Dunn, presiding.

1:00--1:40 "Evaluation of the Regional Conference for Region V" - Seymour Siegel, President of NAEB and Jim Miles, Executive Director, NAEB.

2:00 p.m. -- 3:00 p.m. BUSINESS SESSION, Room 165 UNION. Treasurer Frank Schooley, presiding.

CONFERENCE OBJECTIVES

1. To give ACTIVE and ASSOCIATE members of Region V a better knowledge of NAEB in all of its various aspects and phases. Through this knowledge will come a keener appreciation of and respect for NAEB on a national scale.
2. To let REGIONAL members--ACTIVE and ASSOCIATE--know each other better and have a greater respect for each other's operation.
3. To inspire REGIONAL members, to give them a lift, a determination to keep on with their work as educational broadcasters.
4. To provide a common ground for investigating and solving, so far as possible, mutual problems; for getting information which will be valuable in planning and doing greater things in educational radio.

### EXHIBITS

Toom 222 (just off the lobby of the Auditorium) has been set aside for all exhibits. There are a number of interesting exhibits from NAEB Headquarters which you will want to see. Other exhibits are from member stations of Region V.

### MAIL & TELEGRAMS

If you are expecting mail or telegrams, inquire at the WNAD INFORMATION DESK in the South Wing of the Union Building.

We will mail your letters or send telegrams for you. Ask WNAD INFORMATION to help you.

### LONG DISTANCE CALLS

If you wish to place long distance calls, please ask the WNAD INFORMATION DESK to help you.

### CONFERENCE ROOMS

Rooms 160 and 161 in the basement of the South Wing of the Union have been set aside as Conference Rooms. A Portable Tape Recorder and Speaker will be located in Room 160 so that examples of the NAEB Tape Network Shows may be played at the convenience of the conference delegates.

### SESSIONS

All sessions will be held in Room 165, Basement of South Wing of Union. Ask WNAD INFORMATION how to get there.

### HOTEL

Official delegates will NOT have to pay for their hotel expenses at the Extension Study Center on the North Campus. NAEB will take care of the hotel expenses of all OFFICIAL DELEGATES. We're asking that all others settle directly with the Extension Study Center when checking out.

### MEALS

With the exception of the Luncheon Saturday noon, all meal sessions will be in Dining Rooms 2 and 3 of the UNION. The Saturday Luncheon will be in the Ming Room of the UNION. Please ask WNAD INFORMATION how to get to these areas.

Remember NAEB HEADQUARTERS is taking care of all of the group meals for all OFFICIAL DELEGATES. All others please purchase your meal tickets at the time of registration. OFFICIAL DELEGATES secure your meal tickets at the time of registration. This will help us make our reservations without any losses.



# NAEB TAPE NETWORK

March 4, 1952

## REPORT:

TO : NAEB BOARD OF DIRECTORS  
FROM : DICK FIDER  
RE : NETWORK STATIONS AND ASSESSMENT FEES

There are currently 61 participating stations using the network service. These break down into 16 Class "A" stations, 15 Class "B", and 30 Class "C". A list of active network stations by classification is attached.

The following figures are based on the 1952-1953 network service assessment rates as established by the membership at the Biloxi meeting. These were: Class "A" \$200; Class "B" \$125; and Class "C" \$75.

For the present six months period, January 1, 1952, to June 30, 1952, the following revenues will be obtained:

From Class "A" Stations	\$1,600.00
From Class "B" Stations	937.50
From Class "C" Stations	<u>1,125.00</u>
Total	\$3,662.50

For the fiscal year July 1, 1952, to June 30, 1953, the following revenues are anticipated:

From Class "A" Stations	\$3,200.00
From Class "B" Stations	1,875.00
From Class "C" Stations	<u>2,250.00</u>
Total	\$7,325.00

It has been recommended by the Executive Committee of the Board that the next installment of the Kellogg Grant be paid to coincide with the normal July-June fiscal year. The amount allocated to network operation in the Kellogg budget for fiscal year 1952-53 is \$16,500. This, added to the \$7,325 anticipated as receipts from stations, gives a total potential budget for the network of \$23,825 for July 1, 1952-June 30, 1953.

Since the purpose of this memorandum is partly to assist you in thinking about network assessments to be considered and approved at the Minneapolis convention, I might mention that the proposed Kellogg budget figure for network operation for fiscal year July 1, 1953-June 30, 1954 is \$11,500. To achieve

our hoped for \$25,000 budget we will obviously need \$13,500 from assessment fees. This is slightly less than double the anticipated 1952-53 receipts.

For the 1954-1955 fiscal year the Kellogg budget provides \$6,500. After July 1, 1955, we are on our own.

Obviously there will be some fluctuation in the number of stations and thus in the revenues received. This is submitted to inform you of the situation as it now is and to begin the projection of dollar figures for future years.

Cordially,

Dick Rider

NAEB HEADQUARTERS

419 David Kinley Hall  
March 5, 1952

MEMORANDUM

TO: The Research Committee

FROM: Director of Studies

SUBJECT: Proposal for Research Program on Kellogg grant, 1952-53

The budget for Kellogg grant operations in the fiscal year 1952-1953 is now taking shape. The Board will be casting it in final form at its next couple of meetings. The Board expects appropriate recommendations on the research component in this budget from the Research Committee and the Director of Studies. I am outlining herein a proposal for research which in my opinion ought to be done. Cost estimates are tentatively roughed in. In reviewing them it will be apparent that if this whole program were to be instituted at the same time the resulting total cost would probably disrupt the "line-operations" under the Kellogg grant. The possibility exists, however, that if the NAEB desires strongly enough to have such a research program instituted, funds might be obtained from other sources to supplement the Kellogg budget. In any event, the research program should be considered on its merits.

Research Project - 1.

Statement: To study the place of broadcasting in the educational institution and the community. This study should be conducted on an intensive basis in one institution of higher education and one public school system within the next 15 months. The frame of reference for each study should be:

(a) analysis of the community: its needs, its cultural resources, its problems;

(b) analysis of the educational institution: its policy, its budget, its organization, its facilities, its personnel, its effective program;

(c) analysis of the broadcasting operation:

- (1) its policy,
- (2) its personnel:  
management--their qualifications, status in the institution, relation to top administration and the faculty;  
other personnel--their qualifications, methods of recruitment, standards and incentives in employment,
- (3) its facilities,
- (4) its audience (in relation to the analysis of the community and of the institution's policy),
- (5) its program: analysis of the program structure and evaluation of its effects in relation to the community and institutional setting.

Logistics:

Study personnel. Select a distinguished educator in the communications area.

Budget. Appropriate \$15,000 for his use in conducting the twin studies; out of this sum he should pay ordinary stenographic costs and for publication of a report on the study.

Explanation. This is the "grand design" study of the station-in-its-setting. The principle value need not lie in the fact of having a report published. Rather the large value of it is in the establishment of a prototype of how to determine and implement an appropriate radio policy for an institution. The recognition by all concerned of the administrative implications of the study is perhaps the most important result. In 1952-53 the maker of these studies will have the advantage of the concurrent study of university extension work about which I reported to you in my memorandum on my conversations with Mr. Morton of Alabama last week. Were it not for the fact of this other study being done, the budget for the instant proposal would be substantially higher.

Where and who. The above proposal should be considered in principle without reference to who would conduct it or where it should be done. For what they are worth here are my thoughts on these questions. I would recommend that Professor Charles Siepmann be invited to conduct the studies. It would seem to me there was a wide field of choice as to where the studies should be done. I would think it unwise to select institutions thought



to be either exceptionally well or poorly organized to use radio. The strategy should be to select institutions which are modal (typical) in the use they make of radio. This way a maximum of learning-value will result for other institutions. I leave it to you and the Board to select the places.

### Research Project - 2.

Statement: To study the place of networking among educational radio stations. It should include the following points:

(a) An evaluation of the state of programming by educational radio stations before and after the inauguration of the NAEB Tape Network;

(b) As a basis for the foregoing issue and for other reasons, to evaluate:

(1) the program material available to the Network. This would include studies of station programs and studies of program resources of the educational institutions which have not been but might well be used for programs produced for Network purposes,

(2) the program needs of stations which might be filled by programs available from other stations,

(3) the standards of program acceptance employed by the Network,

(4) an analysis of the content of Network programs distributed by the Tape Network.

(5) a study of the extent of use made of Tape Network programs by educational stations. This inquiry goes to the amount, kind and timing of such use, together with the reasons for differences in use.

### Logistics:

Study personnel: Select a distinguished educator and a researcher in communications, who would jointly plan and conduct this study.

Budget: Appropriate \$10,000 for the study. This sum should cover all costs, including preparation of a report.

Explanation. If the first research project may be thought of as a study of the "grand design" of educational radio in an institution and community, project 2 is an approach to a study of the grand design of educational radio in the United States. It simultaneously serves the purpose of (1) providing an objective review of the Tape Network operation which can be used for evaluation purposes for the Kellogg Foundation; (2) providing the administrators of the Network with practical operating assistance; and (3) supplementing the results of project 1 with collateral information on the inter-institutional aspects of the local "grand design."

Personnel recommendation. I would suggest that Professor Keith Tyler and a young research man be selected for project no. 2. If he is available, Mr. Merritt Ludwig, now responsible for research on the WOI-TV experimental programs, would be well qualified.

Your prompt comments on these proposals is invited, in order that some consensus may be submitted to the Board in the very near future.

Dallas W. Smythe  
Director of Studies

Copies to NAEB officers  
Board members

WILL, BOB, FRANK AND DICK:

I have just completed an hour's conversation with L. S. Toogood. I am more convinced than ever that he is perhaps the smartest man in the tape field today. He speaks from a wealth of experience -- and from the practical operating point of having to make money. No one has ever said a bad word for him -- they agree to his eccentricities, but they also agree to his general knowledge and excellence.

C I say all of the above, because he has just given me very convincing arguments why the majority of the proposed standards arrived at by the NAEB Engineering group are absolutely wrong. I could elaborate on them, but I won't at this time.

O The question, as usual, is who do we believe? We'll all admit that we had the best engineering brains in our group to work on the problem. They arrived at certain conclusions. They went further than a comparable NARTB group went when they worked on the problem several years ago. We don't know why the NARTB group stopped. Was there just a lack of need? I've always thought so, but now I'm not so sure.

P The tape problem in general, and the tape duplicating problem in particular, seem to be perfectly analogous to the TV problem. TV is compared to movies -- tape to disc recordings. The ultimate consumer doesn't care how he gets the show, so long as it is good. TV was forced to do many things before it was ready -- certainly the same can be said of tape.

Y There is a vast difference between the controlled laboratory problem -- the production problem -- and the everyday use problem. Each step takes about so long. The process has perhaps been hurried too much in the case of both TV and Tape recording.

The one big immediate difference with the engineering groups' plans and Toogood's recommendation hinges around the Ampex's. The engineering group looked upon this as the first step in assuring good masters from which good duplicates could be made. Toogood says this is wrong on two counts. (1) The Ampex head cannot easily be realigned. Thus, if a bad master is received from the originating station, there is little we can do with the Ampex's to make it sound better. Then, too, the Ampexs have their own peculiar tape problems that cannot be compensated for on other machines. Inasmuch as we have about 80-90% Magnecord users on the network -- this is a very real problem. (2) We're putting the cart before the horse. We should first have a machine which can produce exact copies, be they good or bad. Next we should try to improve the originals. As it is, we're working the other way around.

This, of course, provides the great dilemma. If we approve of Toogood's ideas on the Ampex's, we may save \$4,000.00 -- but we must repudiate

the engineering group to do this. If we stand firm behind the engineering group -- we may lose at least a part of the \$4,000.

It's hard to tell which is the most important -- the money or the repudiation. My question to you is -- Is this important enough to delay the Ampex's purchase at this time, and throw the whole matter to the NAEB board -- to another group of experts -- or anyone else?

C  
O  
P  
Y

Incidentally, Toogood does have a deal with Rawdon Smith. He thinks very highly of him -- and believes we would be very wise to buy the duplicating machine from him at \$6,800, if that can be arranged. If not, he will sell us some parts, and show us how to construct a machine which, although not an exact duplicate of his, will do the job. If not, he's back to his original idea, of eventually selling us one of his units. He wouldn't say when the eventually would be, but I believe it would be at least 4 to 6 months.

I'll be back in Urbana Tuesday and will call you.

  
JIM MILES



NAEB HEADQUARTERS

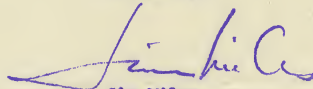
March 11, 1952

TO THE NAEB BOARD OF DIRECTORS:

Enclosed please find 5 copies of the new NAEB Change Order forms. I imagine that you will receive more of these forms filled in than you will have occasion to originate yourself. However, I thought you should have some for any possible need. I believe this will formalize our means of handling the ever-present problem of keeping addressograph lists, membership lists, files, etc. up to date.

The form, as you see, is dittoed. Should we like it, after a few months' trial, we undoubtedly will have some lithographed or printed. Any changes you would like to suggest in the form will be gratefully accepted.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Miles", written over a horizontal line.

Jim Miles  
Executive Director

JSM:WC  
Enc.

March 13, 1952

Mr. Seymour M. Siegel  
Station WNYC  
2500 Municipal Building  
New York 7, New York

Dear Sy:

I am glad you received your copy of the Broderick list with our additions and corrections. I agree wholeheartedly that the list is wholly inadequate. It is not what we eventually want to do, but it is the practicable expedient at this moment.

- Sometime -- perhaps before Columbus -- we will have a complete list.
- \* As you can see by the attached card, we will have an active file here at Headquarters, and with the change order forms I sent you recently will have the wherewithal of keeping it up-to-date. Providing information for these cards is, of course, a joint responsibility. It depends on the latest information from Schooley, Rider, and Miles.

Work on completing the file is going along nicely. Information on 80% to 85% of the members will be simple indeed. The other 15% will take considerable hair pulling, but we will issue a list at the earliest possible moment.

Sincerely,



Jim Miles  
Executive Director

- JSM:ll
- \* enclosure
  - cc: Board of Directors  
Schooley  
Rider

## TAPE NETWORK PLATE

## NEWS-LETTER PLATE

ACTIVE MEMBER ( )      ASSOCIATED MEMBER ( )      SUBSCRIBER ( )      OTHER ( )

NAME \_\_\_\_\_

AM call letters _____	FM call letters _____	TV call letters _____
AM power _____	FM Xmtr power _____	TV power _____
AM frequency _____	FM frequency _____	TV frequency _____
AM hours oper. _____	FM hours oper. _____	TV hours oper. _____

MANAGER OR DIRECTOR \_\_\_\_\_

ANNUAL DUES - \$ \_\_\_\_\_

NET SERVICE ASSESSMENT FEE - \$ \_\_\_\_\_

USE OTHER SIDE FOR ADDITIONAL INFORMATION

# PAYMENTS

# REMARKS

DATE

FOR

AMOUNT

\$



TO: NAEB Board of Directors

Item No. 14  
3-9-55

From: Frank E. Schooley

Re: Proposed site for 1955 TV Production Workshop.

The Professional Advancement Committee recommends that it be held at the State University of Iowa, August 16 - September 3, inclusive, 1955. This recommendation was made only after all NAEB had been invited to extend invitations, after all received were duly considered and all factors carefully weighed by the Committee. It is understood that Rudy Bretz, along with Ed Stasheff, would again conduct the Workshop.

I recommend approval.

To: NAEB Board of Directors

Item No. 13

3-9-55

From: Frank E. Schooley

Re: Proposed site for 1955 TV Engineering Workshop.

The Engineering Committee has studied thoroughly all possibilities for the place to hold the 1955 Engineering Workshop and now recommends that it be held at Michigan State College, September 12-16, inclusive. Chairman Carl Menzer has been here and has held a long conference with Cec Bidlack, preparatory to said Workshop.

I recommend approval.

NB: Here and hereafter I shall send you the item memo, and one ballot. Ballot is for return to me or headquarters. If you wish to keep record on how you vote, may I suggest you indicate on these item memos. I'm doing this to simplify. Two or three Board members have been sending back two copies. Only one needed...FES

To: NAEB Board of Directors  
From: Frank E. Schooley, President

Report No. 10  
3/15/55

Re: Just a brief report on a number of items for your information:

1. The NAEB Liaison Committee will have a luncheon at the Deshler-Hilton on Wednesday, April 13.

2. The NAEB sponsored luncheon will be held Thursday, April 14. Senator John W. Bricker has been invited to speak. His invitation is confidential.

3. I shall confer with President Newburn at the Center on March 21.

4. President expects to attend the Regional II meeting at Atlanta on April 1 and 2.

5. President expects to be in New York on April 4 working on some Convention problems.

6. Because the Director and Associate Director had previous commitments the President is attending a meeting with the NPAC group in East Lansing on March 28.

7. George Probst has forwarded to me the report of the Adult Education Committee which I shall soon transmit to the Fund for Adult Education. A few minor changes suggested by George will be made before transmittal.

8. Skornia is attending the Region I meeting in Amherst on April 8 and 9.

9. Will you please let me have any items that the Board should consider by April 1 so that we can draw the agenda and get the material back to you.

NAEB HEADQUARTERS

419 David Kinley Hall  
March 19, 1952

MEMORANDUM

TO: The Executive Committee  
FROM: The Director of Studies  
SUBJECT: Research Agenda for the Norman Meeting, March 27.

There are three important items which I think you should deal with at the Norman meeting which relate directly to research:

(1) Comments on final request to Fund for Adult Education for the 1952-53 fiscal year. I have twice invited members of the Research Committee to comment on the proposals presented in Mr. Probst's January 3 letter to Mr. Fletcher and to offer any additional proposals which seemed to them to be desirable. Up to date, I have received comments in detail only from Bob Coleman. He concurs in Items 1, 2, 3, and 5 in Mr. Probst's letter. He is dubious about Item 4, and he regards Item 6 as a matter of operations rather than research.

My own views are expressed only with respect to the following entries in the tentative estimates attached to Mr. Probst's letter:

TV Monitoring Project. I think the textual justification for this item should be spelled out much more positively than it is in Mr. Probst's letter. A casual reading of his letter might give the impression that we rate this project rather low.

"The People Look at TV." It seems to me that the final proposal should provide some explanation of this sizable project, and there is no explanation in Mr. Probst's letter. I would be glad to prepare a half-page explanation of the scope, procedure, and significance of the study if the Executive Board so desires.

Qualitative Analysis. No comment.

Diary Studies. No comment.

(2) Proposal for Research Program on Kellogg Grant for 1952-53. On March 5, I transmitted to the Research Committee with copies to all NAEB officers and Board members a memorandum with this title. My recommendation is that when the budget for 1952-53 on the Kellogg Grant comes under consideration by the Executive Board or the whole Board these proposals should be discussed and if possible adopted. In response to my circularization of the proposal, I have heard comments from Mr. Paulu and Mr. Coleman. Both of them concur in approving of my Project #1 (in the March 5th memorandum). On Project #2, Mr. Coleman feels that this is "essential if the NAEB network is to serve the member stations to the fullest degree." Mr. Paulu feels that this project "is also good, but I am less enthusiastic about it than about the other one." My own feeling is that both of these projects are essential to the fulfillment of the commitments given the Kellogg Foundation in applying for the grant, and for a proper evaluation of operations under the grant.



(3) NUEA Study of Radio and Television Activities of Universities and Colleges. On March 14, I mailed to each of you copies of a draft questionnaire, having sent on March 12 copies of correspondence between Mr. Morton and myself relative to the accelerated timetable for this study. As I advised you on March 14, I am today mailing a draft of the questionnaire to Mr. Morton together with the attached covering letter. It seems to me essential that the Executive Board at its meeting in Norman either approve or disapprove of this questionnaire with or without amendments. I recommend its approval with whatever clarifying corrections need to be made.

Dallas W. Smythe  
Director of Studies

NAEB HEADQUARTERS

419 David Kinley Hall  
March 19, 1952

Mr. J. R. Morton, Director  
National Study of University Extension  
P. O. Box 2787  
University, Alabama

Dear Mr. Morton:

As I promised in my letter of March 12 to present you with at least a draft of the radio section of the NUEA study by March 20, I am enclosing our first effort in this direction. While I must assume responsibility for the contents of this draft, it does include recommendations by Executive Director Jim Miles. The present status of this draft is that I mailed it on March 14 to the NAEB Special Committee appointed to work with the NUEA (Ausmus and Paulu), to the Research Committee, and to the officers of the NAEB. In transmitting this draft to those men, I warned them that your timetable was such that I would need to send you a draft with whatever amendments were in my hands by March 19.

I give you this detailed background so that you may be prepared for whatever comments I may transmit to you next week. The Executive Committee of the NAEB will be meeting in Norman, Oklahoma, March 27, and I hope that final action may be taken on this proposed draft of the questionnaire at that time.

I don't know whether you propose to prepare a separate set of instructions for the use of respondents in filling out the whole questionnaire. If you do, there probably are some terms in the radio section which should be defined or explained in such instructions. For example, question 40 refers to "subject matter or professional areas." Probably we should define this so that answers are uniformly obtained in terms of the disciplines or the departments in the institutions, whichever concept is uniformly adopted for the whole survey. It may also be desirable to make more clear at the beginning of the radio section the meaning attached to the phrase, "radio or TV activities" which is repeatedly used in the questions. *These*

I tried to draft a questionnaire most of the questions in which could be answered either for a radio station operation or a program producing center operation. I hope that it is clear that the respondent should identify which of these two operations is covered by a given questionnaire on the first page. I have also segregated certain groups of questions which it is desired to have both types of operation answer and a group of questions designed only for station operations. Section VI deals with facilities questions common to both types of operation. This is the section which covers questions 61 through 76. The next section (which was inadvertently also numbered Section VI) which covers questions 77 through 89 refers only to station operations. All the other sections are intended to apply to both types of operation. Maybe this is all clear enough from the wording of the draft, but it may present a problem.

I will be out of the city from March 20 to March 23, but when I return to the office on March 24, I will gather up and transmit all subsequent comments which have come in from NAEB people.

Very sincerely yours,

Dallas W. Smythe  
Director of Studies

NAEB HEADQUARTERS

March 24, 1952

TO: All Members of the NAEB Tape Network  
FROM: Executive Director

SUBJECT: NEW NAEB EXHIBIT OFFER

As a part of the promotion budget of the NAEB Adult Education Project, there has been constructed an eye catching, multicolored exhibit. This exhibit was generally accredited as being the best of the many shown during the UNESCO Conference in New York in January. The New York journey was in the nature of a shake-down cruise for the exhibit. It has now been returned to headquarters. The bugs have been taken out of the construction and shipping, and it is now available to tape network members for their use.

The exhibit stands 8 feet high, needs 15 feet of linear space, and will need between 8 and 10 feet in depth. It comes shipped in one box which is 4'x6'x2'. This box forms an integral part of the exhibit as well as being the shipping container. The box fully loaded weighs about 700 pounds. Pictures showing steps for erecting will be included with the exhibit. It is estimated that it should take two men an hour or two to put it up. Lighting for the exhibit is self-contained, but a 115 watt AC outlet should be available. A black-and-white picture of the exhibit is enclosed. The exhibit is, of course, very colorful. It was built for us by the University of Illinois at a cost of over \$1200.

The promotion budget for the Adult Education Project is very limited. It will be necessary for member stations to pay a portion of the total promotion costs. This seems to be the ideal place for local participation. Hence, the following conditions will be necessary for your use of the exhibit:

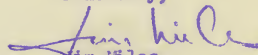
- (1) The exhibit will be delivered by Railway Express to your point of erection.
- (2) The erection, space rental, power, and other local costs must be borne by you.
- (3) Shipping charges to the next point of display must be prepaid by you.

We will make up a schedule for this exhibit much as we do for programs on the tape network. We will make every effort to keep shipping distances at a minimum. In checking with the local Railway Express office, we have determined that if we can keep the shipping distances between 200 and 300 miles, the express costs will be about \$25. We believe that even if you have to pay for all of the erection and packing costs, this bill should also not exceed \$25. Hence, the total cost to you to show this exhibit for a week would be around \$50. We sincerely believe that this exhibit will attract a great deal of attention to your station and to the fine shows offered by NAEB, with particular emphasis on the excellent shows produced under the Fund for Adult Education grant by the NAEB Adult Education Project.

I can't urge too strongly that you investigate the possibility of a prominent display place and that you accept this offer without delay. I am sure it will cause as many favorable comments as it did for NAEB generally at the UNESCO meeting.

Please do fill in the attached form and mail it to us at once.

Sincerely,

  
Jim Miles  
Executive Director

P. S. The exhibit will be on display at the IER-T meeting in Columbus, May 17-20.

ACCEPTANCE FORM -- NAEB EXHIBIT

Fill in and return to NAEB Headquarters  
Room 114 - Gregory Hall  
University of Illinois  
Urbana, Illinois

-----  
1. We do want the NAEB exhibit. \_\_\_\_\_.

We do not want the NAEB exhibit. \_\_\_\_\_.

2. We plan to use the display at the following point: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. We can use the display on the following dates. (Please list as many dates as possible.)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

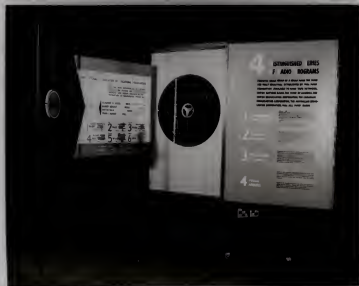
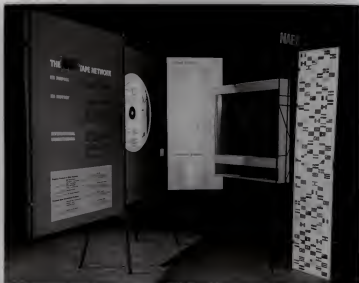
4. We would like to have the exhibit for \_\_\_\_\_ days. (Our understanding is that anywhere from five to ten days is ideal.) We understand that the exhibit will be delivered to us free of charge, that we will pay erection on our site costs and shipping costs to the next exhibition. We understand that our costs should not exceed \$50. We also understand that we will be given a chance to approve the exact dates the exhibit is offered us.

Signature \_\_\_\_\_

Institution \_\_\_\_\_

Please return to NAEB Headquarters, Room 114, Gregory Hall, University of Illinois,  
Urbana, Illinois





NAEB Headquarters  
14 Gregory Hall  
Urbana, Illinois

March 31, 1955

TO: All NAEB Board Members

This is to announce the official meeting of the NAEB Board of Directors in Room 212, Deshler-Hilton Hotel, Columbus, Ohio, at 8:00 p.m., Monday, April 11 and 9:00 a.m. and 2:00 p.m., Tuesday, April 12.

We hope to finish all Board business in these three sessions.

We hope to attend Gertrude Broderick's AEBT luncheon en masse on Tuesday noon.

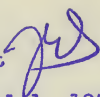
See you in Columbus.

Regards,

*F. E. Schooley*  
F. E. Schooley  
by H. J. S.  
*H. J. S.*

FES:jj

cc: Cohn & Marks

To: NAEB Committee Chairmen  
From: Frank E. Schooley, President   
Re: Committee Reports as of April 1, 1955.

1. The Board of Directors will be meeting in Columbus one day prior to the opening of Keith Tyler's Institute. It is my hope that we can do all NAEB business on Tuesday, April 12, so that the officers can attend the Institute. Therefore,
2. Will each Committee Chairman please prepare a report on the work of his committee as of April 1, and mail it no later than April 1 to Headquarters so that it may be duplicated for Board members.
  - a. Please limit it to one page.
  - b. Report may include report on what's been done, what's being done, and what's undone.
  - c. If the Committee is still vague as to what is expected of it, if it thinks it could do some things better, others less efficiently, then this report would be appropriate place to indicate possible direction.
3. It is hoped that these reports may be combined and distributed to the members.
4. If you have any proposal on which Board action is deemed advisable, please submit it separately no later than April 1. The proposal should be in form so that the Board may give it careful and adequate consideration, but expeditiously too.
5. The NAEB Luncheon will be Thursday noon, April 14.
6. A personal note. You don't need to wait for formal requests for formal reports. I always welcome voices of advice from you, and in fact, many of you have been most helpful to me with your advice. Thanks.

14 Gregory Hall  
Urbana, Illinois  
March 10, 1955

22B

RECEIVED  
RADIO STATION

MEMORANDUM

April 4, 1955

APR 6 8 22 AM 1955

TO: Members of the NAEB Convention Site Committee  
Members of the Board of Directors

FROM: Burton Paulu

SUBJECT: Meeting and Action of Committee

Despite the request for convention invitations which appeared in the March Newsletter I've received so far only two: one from H. E. Salley in Louisville, and one from Committee Member Haskell Boyter of Atlanta.

If enough of us are there, we should meet sometime at Columbus to draw recommendations to the Board of Directors. But the Board meets on Monday night and Tuesday, and some of you probably will not arrive until Wednesday or Thursday. Anyway, I'll try to arrange a meeting of our committee so that we can go over this problem and come up with a recommendation to the Board within a few weeks. Do we want to make one more pitch for invitations? Of course, either of these two would do, but do we want a wider range of choices? This could be announced at the NAEB luncheon on Thursday, April 14. What do you think?

3 - Kansas City

4-



Airmail

FUND FOR ADULT EDUCATION  
Established by the Ford Foundation  
914 East Green Street  
Pasadena 1, California

April 4, 1952

Mr. James S. Miles  
Executive Director, National  
Association of Educational Broadcasters  
119 Gregory Hall  
Urbana, Illinois

Dear Mr. Miles:

At its January meeting in Philadelphia the Board of Directors of the Fund for Adult Education approved the amount of \$80,000 for grants-in-aid to educational institutions to assist them in planning and producing educational radio and television programs.

You are aware, I am sure, that the Fund for Adult Education has made available to the NAEB, through the Lowell Institute, a sizable sum of money for developing several series of radio programs, on the theory that such a grant would make available to educational broadcasters program resources that otherwise they could not command.

While the superior and expensive programs produced under the terms of the Lowell grant will set standards for educational broadcasting everywhere, it is our view that high quality programming at low, out-of-pocket cost is the pattern that holds most promise in educational television even though universities and school systems do not yet have television broadcasting facilities.

Since the Fund for Adult Education does not wish to engage in processing applications for small grants in this field, I am writing to ask you and, through you, your associates in the NAEB, to evaluate the resources and technical skills of the several institutions which may be interested in having some financial assistance in programming, and to make recommendations to me for specific grants. It would be assumed that institutions which are not members of NAEB would be considered equally eligible for such grants.

We have earmarked for use this year \$35,000 for radio and \$45,000 for television. It is our general view that a grant-in-aid to an educational institution for planning and producing a series of content-oriented radio programs should not run higher than \$7,000. In television, where an educational institution and a commercial television station each make important contributions to a series of content-oriented programs, our view is that the grant-in-aid should not be larger than \$9,000.

You will recognize, I am sure, our hope that these relatively small grants will make the difference between routine broadcasts and carefully planned, adequately researched, well written, quality programs in specific subject

April 4, 1952

areas. It would be our expectation, too, that radio series thus produced would be made available to many educational stations through the tape network, and that through this device the program services of educational stations would be measurably enriched.

The television problem no doubt will require greater study on your part since the NAEB presently is not in a central position in that medium. A number of educational institutions already have useful working relationships with commercial television stations and scores of other institutions potentially are in a position to engage in this activity. The best examples which have come to our attention have been worked out by Western Reserve University and the University of Michigan. There must be many others.

In addition to requesting your recommendations of institutions to receive these grants, I should appreciate your undertaking to administer the grants for the Fund. This would make it possible for us to turn over the funds to the NAEB, which would in turn issue checks to the selected institutions.

At your earliest convenience I should be glad to have your reaction to these proposals and, if you are prepared to accede to these requests, some indication of the way in which you would propose to canvass and evaluate potential grantees as well as the way in which you would wish to administer the program.

S  
Sincerely,

/s/ C. Scott Fletcher

C. Scott Fletcher

jm

"Craigwood",  
1107 Wayne Terrace,  
Lafayette, Indiana  
April 8th 1952

Dear Mr. Miles:

With regards to our telephone conversation, I am writing to tell you some of the ideas that I have in connection with the enclosed piece of the NAEB News-Letter.

Mrs. Alice Meehan's report that England needs to be educated to the American way of life is correct. Perhaps the word educate is a little strong I think understand and appreciate is better. At the present time one feels that it is necessary that there should be a true understanding between England and U.S.A.; but I know, having lived in both countries that there are many criticisms on both sides based on misunderstandings.

Naturally each country has a strong feeling of nationalism which is taught to us at a very early age, built on historic and traditional background, therefore to understand one another is to trace back the history, and see how the different customs and habits developed. The customs of each country should be looked upon as a charm of the environment,-- instead of something to compare and ridicule. England and U.S.A. speak the same language, so the barrier of speech presents no difficulty. How then is the best way to produce better understanding?

In the past newspapers and radios have reported propaganda stories, put out by their own government, to sway the people's thinking one way or another; but what it failed to do, was to interpret the home life of everyday people--the majorities in each country. The Middle West in particular is least known to the British, they imagine it as a wide expanse of plains made up by a community of farmers. I would like to suggest sending to the B.B.C. a series of broadcasts based on dramatic excerpts of family life here in the Middle West. The story would depict a family of four, Mother (active in club life), Father (a businessman), two children, one in High School, and one in University, they would live in an average size town, on an average income. The family would show the result of their social, economic, religious, educational, and historical backgrounds. In this way the British radio listener would become familiarized with the characters in the story, and learn to understand the American way of life.

Here at WBAA we have the talent and facilities to undertake this project, and it is perfectly located for our purpose. In as much as my background includes dramatic and radio training at the Royal Academy of Dramatic Art, and the BBC, London; my play directing at WRMA, Purdue University; and my activities with Purdue International Association of which I am the British chairman, I feel qualified to offer my services as Director of this project.

This Summer I shall be in England for the months of June and July, and would be pleased to contact in anyway the British Broadcasting Company.

I would appreciate your passing this letter on to the N.A.E.B. meeting at Columbus next week.

I am,

Yours Sincerely,

(Signed) Jeannie M. Irvine



52 May 5

TO: Officers, Board of Directors, and Committee Members

FROM: John W. Dunn

SUBJECT: Proposed Amendment to the Constitution and By-Laws of NAEB.

Several times during our meetings at Columbus, we used the term "democratic processes." For some time I have been thinking quite seriously about the lack of the "democratic processes" in the election or choosing of Regional Directors for NAEB.

You will recall that the usual procedure is for the Nominating Committee to present a slate of officers and directors which are voted on by everyone. In other words, you were elected as Director of Region I by a majority of people who were wholly outside of your region. It seems to me that this whole procedure is certainly not only an undemocratic method but a very unsatisfactory one. Therefore, I am proposing an amendment to the constitution and by-laws of NAEB, which I hope your committee will be good enough to approve and present to the membership of NAEB for a vote.

Unfortunately, I do not have a late copy of the constitution and by-laws at hand. Therefore, I am unable to say just where the proposed amendment would fit in or what section or sections it would replace. After all, that is immaterial.

Please let me have your reaction to this proposal.

Action should take place on this as soon as possible.

JWD/am  
Enclosure

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Minneapolis, Minnesota

May 12, 1952

Mr. Ralph Steetle  
Joint Committee on Educational Television  
1785 Massachusetts Avenue N.W.  
Washington 6, D. C.

Dear Ralph:

Like everybody else in educational broadcasting, I have spent a good deal of time lately thinking about those 242 reserved channels. What should education do about them? Specifically, how can I get my institution to apply for reserved Channel 2 in the Minneapolis-St. Paul area?

This past month provided me with some stimulating experiences. First there was the Columbus Institute with its emphasis on television. Then there was the National University Extension Association convention in Austin where I learned a great deal about how administrators look at television from talking to them and having them talk to me. Last week I spent two days at the University of Kansas inspecting the closed circuit color television installation they use for instruction in surgery, and talking to a number of their officials from the chancellor on down about the University of Kansas and television. Then came a couple of days at Iowa State.

From all of this have emerged certain convictions as to what we should do to get educational institutions to apply for licenses. I am reporting these to you because JCET is the natural center for coordinating information and activity about educational television, as well as to the NABE Board of Directors since NABE will continue to be a spearhead group. If what I suggest is old stuff just forget it--although in that case you might derive satisfaction from knowing that someone in the field has arrived at the same conclusions you came to in Washington. If my ideas are new but not good please say so: others may have them too, and the sooner we are put right the better. If these procedures are both new and good, perhaps you can help put them into effect. So, here goes!

1. We must disseminate basic information about the allocation plan to school administrators and others who are in a position to take action. The FCC's report is much too long and involved for college presidents, superintendents and legislators to read; yet it includes much information which should be spread around. (I am trying to do my bit here by preparing an article for the next Quarterly of Film Radio and Television which will cover some of the items in which I found the NUOA group in Austin to be interested.)

2. We need campaign literature, such as booklets giving the ABC's of the 242 Channels. I have noticed that many of the same questions arise wherever this is discussed. For example, one of the vice-presidents of the University of Minnesota and the Chancellor of the University of Kansas both asked me how they could justify money for a television station when only a portion of the citizens of each state could be reached by its transmitter. An educational television catechism might be circulated with suggested answers to such recurring questions, together with supporting statistical data when available.

3. Consideration should also be given to the preparation of a film about the 242 channels to be shown to general groups who might be receptive to such information and whose support might be helpful. The person showing such a film would not have to be informed about educational television--and after all there must be many people willing to help the campaign along who are not prepared to give a talk on the subject.
4. The cause must be brought directly to the key people in education through the organizations to which they belong. The State College meeting was good--except that not all of the right people came. We should go to their meetings too--administrators, superintendents, mayors, club people, etc.--and place our spokesmen on their programs. (I know this is being done; but we should do more of it.) In this connection, general sessions are very preferable to small radio-television "panels" apt to be attended only by those whose interest has already been aroused.
5. Reliable cost data must be readily available. They all ask, "What will it cost?" I am personally gathering data from the Kansas University medical school, WOI-TV and Michigan State College. There should be a brochure which provides such data, even though it may have to be much qualified.
6. General program information must be provided. Brochures describing the best work done by the networks, WOI-TV and by schools broadcasting over commercial facilities should be distributed. Specific data about formal course presentations should be emphasized: the school men are inclined to think in such terms; and many of them can be sold on television for direct teaching who are not enthusiastic about its general educational services. Where have courses been given? How many people enrolled? What kinds of syllabi were prepared? What tuition was charged and how many people paid it? What department of the institution was responsible for the program? Personally I am more excited about broadcasting to the general audience, but I am not the man who needs to be sold!
7. We must provide evidence of program results. Did the "Whole Town's Talking" bring about any observable action in the communities whose problems it dramatized? What did the armed services closed-circuit experiments show about the effectiveness of teaching by television? In other words, if we telecast do we just broadcast into the void, or do we evoke educationally significant results? After all, this television is going to cost a lot of money; what do we get back for it in terms of education--and perhaps public relations too?
8. Program examples must be made available. There should be a collection of kinescope prints for circulation: to show some of these to legislators and administrators at a crucial point in a local campaign may clinch the deal for an application. Your office would be a good place to base such a library.
9. Progress reports should be issued currently. The president of one school should be told what is being accomplished in another one. Whenever one school makes an application that fact should be made known to all the others--and remember that college presidents and school superintendents do not read Broadcasting and Variety!



May 12, 1952

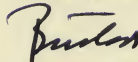
10. If possible "shock troops" should be made available to throw into the fray when things reach a crucial stage in any city. Perhaps you can talk more frankly to my president than I can; and I may be able to speak up to another man's dean better than I can to my own. Such reserves should be kept available to be moved in when needed, though only when requested by the man in charge of the campaign locally.

11. A word of warning about basing too much of the case on the work being done at Iowa State College. Administrators are beginning to be very much aware of WOI-TV's commercial base. This fact in itself does not necessarily prejudice them against program examples drawn from that station, but it does raise doubts in their minds because of WOI's financial resources. In referring to the operation at Iowa State I have been met with the reply: "But they're commercial. They have income from advertising. We won't have." For that reason emphasis should be placed on WOI's low-budget programs; the high-budget Fund for Adult Education shows make a nice showcase, but they should not be cited to the exclusion of low-budget programs of the sort to which most institutions will have to limit themselves.

12. As soon as possible public announcement should be made of the project FAE kinescopes-for-educational stations project, since that will help allay a part of the concern over maintenance costs. A guide to other films usable on television would also be helpful.

Well--Ralph and gentlemen: there it is! Tear it apart all you wish, and let me have your replies. I need all the help I can get to plan and carry out my campaign in Minneapolis, and I feel that the things mentioned in this letter would help me.

Yours sincerely,



Burton Paulu  
Secretary and  
Publications Editor

BP:blm

cc: NAEB Board of Directors



May 13, 1952

President Charles E. Friley  
117 Beardshear  
Iowa State College

Dear President Friley:

This is to advise you of progress made by the Radio and Television Teaching Committee with respect to a summer television conference on "Building and Operating an Educational Television Station which we would propose to hold on the Iowa State Campus July 14 through July 18.

We would expect members of the conference to include school and college administrators and educational radio and television directors from those same schools.

Inasmuch as the Joint Committee on Educational Television has complete data on institutions which have expressed an official interest in television, it would be proposed that we avail ourselves of their mailing list and transmit for us the necessary invitations and descriptive brochure. Thus Iowa State would not be in the position of making some implied determination of what schools could and could not operate television stations as would be the case if we issued direct invitations.

You will recall the Committee previously had recommended a conference for these same dates involving different program and production areas of television at an estimated cost of \$6,200.

In view of a number of developments including lifting of the FCC freeze, the reservation of 242 channels for education, the expressed need and concern of many educational institutions for basic information, the Committee wishes to withdraw its previous proposal and to substitute the present one.

Another factor in our revised proposal is the request of the National Association of Educational Broadcasters to hold a conference for educational radio station managers at WOI-TV and to contribute funds presently estimated at \$1,500 and some manpower for such an endeavor. Their executive secretary, James Miles, and a representative from the Kellogg Foundation, Mr. VanDuyn, will be on campus tomorrow to discuss this matter and to consider a joint and expanded conference which would involve educational administrators as well as station managers.

May 13, 1952

Mr. Ralph Steetle of the Joint Committee on Educational Television indicates the American Council on Education would very probably like to endorse this conference and offer any assistance possible as well as the JCET itself.

We would propose, on the basis of recommendation by the sub-committee (Marvin, Lorch, and Hull) and the general committee, to have a 2-day orientation session which would attract perhaps 100 or more people and to follow this up with a workshop for a more restricted group which would proceed on a seminar basis to examine some of the problems more closely.

Dr. George Town really keynoted the concept of the conference when he said, "Iowa State is the only institution with actual experience. We should endeavor to base our conference on that fact."

In addition to the \$1,500 anticipated from the NAEB it is estimated that an additional \$2,500 would be required either from General College Funds or from WOI-TV Ford Foundation Research Funds or both to handle expenses of some consultants in the engineering field, some FCC personnel, and an attorney in addition to costs of printing, etc.

We are requesting your tentative approval for this proposal in order that we may negotiate more effectively with the NAEB and Kellogg people tomorrow.

Sincerely yours,

Richard B. Hull  
Radio-TV Director

Joseph H. North  
Coordinator of Radio  
and TV Education

PROPOSED TELEVISION CONFERENCE & WORKSHOP

Iowa State College

July 14-19

**Objective:** To provide basic orientation and information on the construction and operation of an educational television station in terms of WOI-TV and related educational TV broadcast experience.

**Attendance:** College, university, and public school administrators; radio directors at universities, colleges, and secondary schools. Total attendance would be restricted for the conference to 100; attendance for the workshop would be restricted to 40.

**Registrations:** No registration will be accepted after July 1. Registration fees of \$6.50 will be charged for the "Conference Period" (July 14, 15, 16); registration fees of \$15.00 will be charged for the "Workshop Period" (17, 18, 19).

**Structure:** Conference would be divided into two sections--"General Conference" and "Workshop" each three days in length.

General conference period would be devoted to lectures, demonstrations, discussions, and exhibits on the basic theme of "Building and Operating an Educational Television Station."

Workshop period would be devoted to more detailed exploration of problem areas of TV station construction, equipment, staff, operation, and production. The group of 40 would be divided into groups of 10, each with a consultant leader. It is expected this more restricted group would consist of representatives from educational institutions who expect to build stations in the immediate future.

**Resource:** Dr. George Town, associate director, Engineering Experiment station.

**Personnel:** L. L. Lewis, chief engineer, WOI-AM-FM-TV and staff.  
Edward P. Wegener, program manager, WOI-TV and staff.  
James Butts, chief engineer, KWWL, Waterloo, Iowa.  
Ralph Steetle, executive director, Joint Committee on Educational Television.  
Seymour Krieger, JCET attorney.  
Rudy Bretz, former CBS-TV producer.  
Mayo Simon, FAE producer-writer.  
William Levenson, assistant superintendent, Cleveland Schools.  
Paul Walker, chairman, Federal Communications Commission.

Richard B. Hull, director, WOI-AM-FM-TV  
Charles Guggenheim, Cowan Agency, New York City  
Wilbur Schramm, Dean of Communications, University of Illinois.  
Dr. Joseph North, teaching coordinator, Radio & Television.  
Irving Merrill, Communications Research, University of Illinois.

**Problem Areas:**

How to apply for a construction permit from the FCC--

Necessary engineering data, maps, population figures, cost estimates, financial responsibility, policy statements, engineering and legal consultation.

Constructing a television station--

Basic equipment for a minimum station, more elaborate layouts, transmitting equipment, film equipment, lighting equipment, locating a tower site, the transmitter building, microwave relays, mobile units, a master plan with variables for different situations.

Operating a television station--

Hours of operation, staff requirements, staff training, minimum and maximum staff, minimum and maximum hours of operation, legal requirements for commercial and non-commercial stations established by the FCC, interpretations of rules.

Program and production problems--

Live, film, studio, remote, kinescope, and network programming. Local and national resources, problems in exploiting resources. Program comparisons and demands differ in radio and television.

Engineering consideration--

Equipment and maintenance, tubes and tube life, contractual relationships, tests, FCC reports, equipment depreciation, stockpiling, supplies, obsolescence, color television, VHF and UHF.

Administrative and financial structures--

Basic costs and philosophy of operation; place of TV in the university administrative and school administrative structure, special and general uses of TV, closed circuit and broadcast considerations, uses for special groups classroom, farm, city, women, children, formal teaching.



419 David Kinley Hall  
University of Illinois  
Urbana, Illinois  
May 16, 1952  
(Dictated May 15)

MEMORANDUM

TO           NAEB Board of Directors  
FROM        Director of Studies  
SUBJECT:    New Haven Monitoring Studies

The one-week monitoring study in New Haven, Connecticut, began this morning, May 15. It is being conducted according to the same standards as were employed in the second New York monitoring study. I tape recorded extensive instructions to the monitors, and the monitors were trained in the use of these instructions for several days before the study began. Mr. Everett Parker, who is directing the field work under my general supervision, has stated that his organization desires absolutely no public credit when the study is announced. Rather he wishes it to be identified as an NAEB study. This is to avoid public relations problems between the churches and the industry. Nevertheless, Mr. Parker's organization is sustaining the cost of the five monitors' wages, which will be the greater part of the cost of the study.

Today I received a letter from Mr. Parker in which he says that he has two problems which he hopes the NAEB can solve:

"First, I felt the only safe way to check on time was to install a good Telechron clock and have a radio at hand to check time signals against WNBC in New York. The clock and radio together cost me \$45.77 wholesale. Would it be possible for the NAEB to meet this expense since the items are not justifiable under my own budget?

"Second, I felt it necessary to install a telephone in the monitoring room to meet the possible emergencies of a set going out especially late at night or early in the morning before we could reach a repairman through telephones on the campus. I have made arrangements with the repairman to stand by and be prepared to come anytime, day or night. The telephone will cost \$8.00 for the week. Could the NAEB meet this cost?"

I recommend that the NAEB pay the cost of the two items mentioned by Mr. Parker. Apart from the clerical costs and the analysis and publication costs, this is the only foreseeable cost to the NAEB of doing the study.

Very sincerely yours,

*Dallas W. Smythe*  
ll

Dallas W. Smythe  
Director of Studies

227 Gregory Hall  
May 19, 1952

To members of the Committee on University Broadcasting:

D. A. Branigan  
F. S. Siebert  
Wesley Swanson  
K. R. Wallace  
J. F. Wright

Since I am on leave from the University for three months to assist the American Council on Education in assessing the developments in educational television on a location-by-location basis, it seems likely that some of the information I secure may be useful to the University. In this connection, several recent pieces of news may be of interest:

On May 10 the University of Wisconsin Regents approved preliminary steps toward educational non-commercial television in Wisconsin. They (1) suggested procurement of necessary equipment for a "closed circuit system and kinescope equipment" from the 1952-53 budget, and (2) authorized the University Radio Committee and the UW administration to consult with the State Radio Council regarding a request to the Legislature for funds to construct a TV station or stations. (Note: The plan is for an eight-station educational television network in Wisconsin.)

On May 12, Ohio State University was given the authorization to proceed with steps necessary for the establishment of a television station for educational purposes. Members of the Board of Trustees approved a recommendation of President Howard L. Bevis that the University seek the best available television channel.

It is reliably reported that on June 16 President Gray of the University of North Carolina will seek authorization from the University Trustees to apply for a license to operate an educational television station in Chapel Hill.

Michigan State College this week is installing a kinescope to record on film television programs produced in its fully equipped studios. The College is preparing its application for a license to operate a television station in East Lansing.

The University of Southern California likewise is preparing an application to the FCC for a license to operate an educational television station in Los Angeles. It has received a grant of funds from the Hancock Foundation and presently is trying to work out a satisfactory cooperative programming arrangement with other educational institutions in the Los Angeles area.

May 19, 1952

The University of Minnesota has made funds available for constructing and equipping television studios on its campus. And by the fall of 1952 it expects to be producing television programs on a closed circuit basis.

Plans for television programming and the construction and operation of educational television stations is going forward at many points, and I will report them in some detail as precise information becomes available.

Robert B. Hudson

RBH:nv

cc: George D. Stoddard  
C. R. Griffith  
Wilbur Schramm  
A. J. Janata  
Frank Schooley ✓  
Richard Rider

May 23, 1952

Mr. George Probst, Chairman  
Foundations Committee  
Radio Office  
University of Chicago  
Chicago 37, Illinois

Dear George:

In accordance with our telephone understanding of May 9th, I am enclosing the supplementary statement on the three studies which the NAEB proposes to the fund for adult education in the next twelve months. You will note that I have altered the title of the project previously known as "The people look at TV". I did this after I realized from talking to Mr. Hudson that the former title has some connotations which are more restrictive as to the scope of the study than our plan actually merits. I hope you will agree with the change.

In the opening paragraph of my statement on "The People and TV" I attempted to give our proposal a good stance in the light of the clipping from Variety which you sent me.

If there are any alterations in this material which you think should be made, I will be glad to try to revise it.

Very sincerely yours,

Dallas W. Smythe  
Director of Studies

DWS/gh

cc. to Officers  
Board of Directors  
Research Committee



May 26, 1952

Mr. Frank Schooley, Treasurer NAEB,  
University of Illinois,  
Urbana, Illinois.

Dear Frank:

You will find enclosed the stubs and receipts that I failed to attach to my EXPENSE ACCOUNT, which was mailed to you today. Sorry I overlooked sending them with my expense sheet for the Battle Creek, Michigan, meeting.

Alvin M. Gaines,  
Radio Station WABE,  
Atlanta, Georgia.

G-

Encls.

*6 mls  
given 6/4/52*

RADIO STATION

**W U O M**

91.7 MC

UNIVERSITY OF MICHIGAN

ANN ARBOR, MICH.

WALDO ABBOT, DIRECTOR OF BROADCASTING

E. G. BURROWS, PROGRAM DIRECTOR

May 26, 1952

Mr. Frank Schooley, Director  
Station WILL  
University of Illinois  
Urbana, Illinois

Dear Frank:

I am enclosing my expense account for the  
trip to Battle Creek. I do not know  
whether it goes to you or to Jim.

If it is inaccurate, please inform me.  
I know the sums are correct, but the form  
may be wrong.

Cordially yours,

*Waldo*

Waldo Abbot  
Director of Broadcasting

WA:cfo  
Enclosure

*Given to  
Jim  
6/2/52*

WUOM  
University of Michigan  
Ann Arbor, Michigan

June 12, 1952

*7AE Production Centers Project*

Fellow Members of the NAEB Board:

I am enclosing dittoed copies of two letters which I have received and one exhibit.

Bob Hudson was in Ann Arbor the other day; and, in the course of our conversation, I endeavored to get from him some idea of the status of the ~~Food Regional Program Center Plan~~. In the course of the conversation, I said that the Board had been in some doubt as to whether this grant had been made to the NAEB, to Jim Miles as Executive Director of NAEB, or to Jim Miles in person.

*proposal*

I also pointed out that it was my personal feeling that Hudson had been disturbed by the fact that the suggestion of this grant had been reported to the NAEB Board of Directors. I said that it was my understanding that Hudson had said that this grant had been made to Jim Miles and was supposed to be confidential. As you all know my feelings in regard to this grant, I do not think that I have to enlarge upon what I said to Hudson in the course of the conversation.

It was a very pleasant talk that I had with him but very much to the point (you know me). I made it clear, however, that I was expressing my own opinions, which were not necessarily those of the Board of Regional Directors.

*in Columbus*  
Among other things, I told him <sup>was</sup> that it seemed to be the ~~consensus~~ <sup>opinion</sup> of certain of the officers that the meeting with Mr. Fletcher should be strictly a closed meeting. I also told Hudson that there was some basis for thinking that the grant had been made to Jim personally. The enclosed letter from Bob may be of interest to you. He also sent me a copy of a letter which he sent to Seymour, which I am also enclosing.

The convention committee met in East Lansing last week. Plans are progressing very well. It sounds to me like it should be a very satisfactory meeting, with most of the sessions in the form of town hall meetings for general membership.

Cordially yours,

*Waldo Abbot*

Waldo Abbot, Director  
Region III

WA:cfo  
Encs. 3

*oh hell it is a rather letter*

June 9, 1952

100-100-1

Mr. Waldo Abbot  
Station WUOM  
University of Michigan  
Ann Arbor, Michigan

Dear Waldo:

Apropos our discussion of last Monday about the meeting with Fletcher, I am enclosing a copy of the letter which I sent to Seymour Siegel on February 29. When I arrived in Columbus on April 17 and was informed that Sy would not be there, I took occasion to call Graydon Ausmus out of an NAEB board meeting to suggest to him that the proposition which Scott Fletcher proposed to discuss was of such potential importance and of such general interest to educational broadcasters that it ought to be outlined in a meeting open to the entire NAEB membership. I do not know what action was taken on that suggestion.

In the matter of the terms of the \$80,000 grant to the NAEB for aiding in the development of radio and television programs by educational institutions, I think Mr. Fletcher's letter speaks for itself. It was addressed to the chief administrative officer of the NAEB, and, so far as I know, the FAE looks to your executive secretary for a response to its invitation. How your executive secretary functions within the NAEB is, I assume, of no concern to the FAE.

In discussing the matter informally with Jim Miles, I thought I was making the above point, and whether or not it was made explicit, it seems to me implicit that the proposal was addressed to Jim in his capacity as the chief administrative officer of NAEB--an officer who would act responsibly for the Association under the terms of his appointment--and not in any private capacity.

If you are reporting Jim accurately, it may be either that Jim misunderstood what I said, or in trying to underscore what I considered to be his responsibility in the matter, I may have overdrawn the point and misplaced emphasis. In any event, if a more precise spelling out of the terms of the grant seemed desirable, Jim or the NAEB board, or Jim in behalf of the board, could have asked Mr. Fletcher for it. At best the only thing I have to offer in this matter is an opinion, and I am sorry that such opinions as I have expressed, either reported accurately or with some distortion, contributed to the confusion within the NAEB family.

The NAEB has been experiencing growing pains during the past two or three years as it accepted constantly increasing responsibility and power. It may be on the threshold of a dramatically expanding role as educational television becomes a reality. It has the opportunity at this moment to write its own ticket if it is able to concentrate its attention and its energies on major problems.

Yours sincerely,

/s/ Robert E. Hudson  
Director

RBH:maw  
cc: Jim Miles  
Enc.



February 29, 1952

Mr. Seymour Siegel  
Station WNYC  
Municipal Building  
New York, New York

Dear Sy:

Just a note to suggest to you that you invite Scott Fletcher to speak to a closed session of the NAEB at Columbus during the Ohio State Institute. I have broached this subject to him, and I think there is a better than even chance that he will accept an invitation if you choose to extend one.

He is principally concerned about the problems of producing educational programs and the inefficiency inherent in the system we are now employing under the terms of the Lowell grant. I think he would like to talkthrough the general problem with the membership of the NAEB, and perhaps get their suggestions regarding an operating plan which might be advanced by the Fund.

I should be glad to know what disposition you make of this suggestion.

Best regards,

/s/ Robert B. Hudson  
Director

RBH:nv

\* \* \*

These letters are forwarded to members of the Board by Waldo Abbot without comment.

W. A.

W.A.

W. K. KELLOGG FOUNDATION  
Battle Creek, Michigan

COPY  
11

Division of Education

June 9, 1952  
(Dictated June 3, 1952)

Mr. Waldo Abbot, Director of Broadcasting  
Radio Station WUOM  
University of Michigan  
Ann Arbor, Michigan

Dear Waldo:

I dislike one part of your very gracious letter of May 26. I would have been much happier if you had just said "Bob" instead of addressing me as you did. Part of the very real pleasure to have you with us recently was the opportunity of getting better acquainted with each of you, and I hope being able to call each other by our first names. I trust I am not presumptive. We enjoyed having you with us and hope that you will feel free as a group and individually to come back every opportunity you get.

Already I have had occasion to make use of my learning experiences with you folks. As I believe I told you several times, one of the best ways we have of being sure we make wise decisions with respect to accepting new projects is the similarity we can find with projects in which we have already made grants.

To have the privilege of just sitting in and listening to your men discuss their problems enabled me last week to work with development of a brand new program in a way that I could not otherwise have done. I am sure the Foundation will profit and this new project will be much improved by the benefit we have had of your experiences.

As to any help I can give you, I am most willing and happy at any time to be useful. I have no other function here. I hope you won't hesitate to ask. The kind of meeting we had together here, to me, is essential in the growth and maturing of any organization. NAEB has great potentialities. I look forward with you to very full developments this coming year.

With very best regards.

Sincerely,

RVD/es

/s/ Robert VanDuyne

P.S. We have just secured a little house on Gull Lake. It is on Willow Beach. It would be delightful to have the privilege of seeing you folks out there this summer.

NAEB HEADQUARTERS

June 12, 1952

TO: NAEB Board of Directors  
FROM: Executive Director

Gentlemen:

Attached is a mimeographed copy of the final report submitted to the Kellogg Foundation. This was prepared with the help and approval of Wilbur Schraumm.

Accompanying it was a lengthy display of tape network utilization. The report totalled nearly one hundred pages in all.

Sincerely,

A handwritten signature in cursive script that reads "Jim" followed by a stylized flourish.

Jim Miles

NAEB HEADQUARTERS

July 2, 1952

TO: The NAEB Board of Directors  
FROM: Jim Miles

Gentlemen:

Attached please find the list of ten stations which were missing from the News-Letter list previously sent you. Because the mailing center sets us a special category for those who receive multiple copies of the News-Letter, these were inadvertently omitted from the previous News-Letter list. I trust you will attach this to that list.

You will also find enclosed the list of NAEB active and associate members by regions. This is the most accurate compilation we have been able to make at this time. It has been checked carefully against the News-Letter list, against Schooley's records, against lists which John Dunn put together, and against our files. If you find any errors therein, we would greatly appreciate hearing about them.

As soon as John Dunn gives us the approved membership application form, we propose to circularize the present membership and have them complete this form. This will give us basic information for our files and information which we can include in a more complete list of members which we will hope to compile about January 1, 1953.



NAEB HEADQUARTERS

List of Stations Missing from Previous List  
of News-Letter Recipients

Richard Hull  
WOI-Iowa State College  
Ames, Iowa

Alvin Gaines  
WABE  
Board of Education  
Atlanta, Ga.

Graydon Ausmus  
WUOA  
University of Alabama  
University, Alabama

Frank Schooley  
Station WILL  
University of Illinois  
Urbana, Ill.

Parker Wheatley  
Lowell Institute  
Station WGBH  
Symphony Hall  
Boston 15, Mass.

Waldo Abbot  
WUOM  
Univ. of Michigan  
Ann Arbor, Mich.

Seymour N. Siegel  
WNYC  
Municipal Building  
New York 7, New York

John Durr  
WNAD  
Univ. of Oklahoma  
Norman, Okla.

Allen Miller  
KWSC  
Washington State College  
Pullman, Washington

Mr. Burton Paulu  
Station KUOM  
Univ. of Minnesota  
Minneapolis, Minn.

July 7, 1952

Mr. John W. Dunn  
Radio Station WNAD  
University of Oklahoma  
Norman, Oklahoma

Dear John:

I have before me your memorandum of June 28 with the accompanying proposal relative to the administration of the FAE Grants In Aid. I think you have done an excellent job of comprehensively summarizing and stating the problem. I agree with your main points; however, I do have a number of questions about minor details which I am reviewing here -- with copies to the members of the Board since they, too, are concerned.

Paragraph three of your memorandum reads as follows:

"Is it still our thought that \$4000 should be set aside for the administration of the grants? As stated in the prior memo, no general or widespread announcement should be made. Otherwise we'll have a flock of applications which won't mean much except a lot of work."

I wonder if this is in keeping with the spirit of the grant? I have the idea that Fletcher wanted the money to be available to as many institutions as possible, and I don't see how this can be done unless some sort of general announcement is made. So far as my selfish interests are concerned, the fewer applicants the better: that means that whatever we send in from KUOM will have to compete with fewer entries! But looking at it from the standpoint of NAEB and our relations with FAE, I wonder if there shouldn't be some sort of general announcement sent to the radio-TV trade press and to industrial journals which might coincide, for example, with our News-Letter release. Perhaps we can get some guidance here from Jim who has discussed this more with Fletcher and Griffiths than we have. If there is still doubt, perhaps the question should be put to Griffiths for an interpretation.

The title of your dittoed statement reads as follows:

"NAEB-FAE GRANTS-IN-AID

THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS IN COOPERATION WITH THE FUND FOR ADULT EDUCATION OF THE FORD FOUNDATION ANNOUNCES A SERIES OF GRANTS-IN-AID TO EDUCATIONAL INSTITUTIONS HOUSING RECOGNIZED RADIO AND TELEVISION PRODUCTION CENTERS FOR THE PURPOSE OF ASSISTING IN THE PLANNING AND PRODUCING OF DISTINCTIVE EDUCATIONAL RADIO AND TELEVISION PROGRAMS." (Emphasis added.)

John, I question the underlined phrase. Is it our intention to limit this to "recognized" production centers? I think the question is whether or not an institution can convince us that they would do a good job with any FAE money we advanced them. Why limit grants to "recognized" production centers? Such a limitation might suggest that we were trying to exclude non-NAEB members, which it is not our intention to do. This is a small point of course; it's a matter of emphasis rather than of basic difference.

Under "Types of Projects Desired" you state: "Programs produced under the project need not necessarily be in the form of drama, but may be in any field or of any type generally accepted as being good educational radio or television." I think you emphasize the wrong thing here; this suggests that drama is preferred, which I don't think you mean. Perhaps it would be better to phrase it this way: "Programs produced under the project may be cast in any form appropriate to their content."

I think there should be some clarification of the second paragraph under "Details of the Grants" -- in which you state that money cannot be used for capital equipment although "any devices needed specifically for the accomplishment of a project may be allowed". This needs further explanation: how do we differentiate between "capital equipment" and a "device"?

In the third paragraph on page two you state: "In the case of projects in the field of television, it shall be the duty and responsibility of the production center to furnish to NAEB kinescope recordings or duplicating negatives of all programs produced by the project." This I think should be qualified by some such term as "if possible", or "if kinescope recording equipment is available". At present there are few if any kinescoping facilities in regular use anywhere except in New York, Chicago, Hollywood, Ames, and East Lansing. Therefore, an absolute requirement that all television projects be recorded would have the effect of excluding entries from any except those places named, and I am sure that is not our intention.

The following paragraph states: "It shall be the duty and responsibility of the production center to clear all production rights of programs produced under the terms of these grants-in-aid for subsequent use by educational radio and TV production centers." Here, too, I would suggest a phrase like "if possible", or something of that sort, since some types of musical and dramatic productions might be excluded if widespread re-broadcast rights were an absolute requirement.

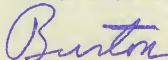
In the section entitled, "How To Apply For Grants" you state: "Program series need not be completely written or produced before the application is made." I think this statement should be eliminated since it implies that the series in question should be at least partly written or produced before application is made. Realistically, a project involving the expenditure of several thousand dollars could not even be begun unless the money were available.

Let me repeat, John, that I think you have stated the situation very well. My suggestions, although rather extensive, are directed towards details rather than fundamental matters.

Once this is all ironed out, I suggest you send me immediately the information you would like to be sent to all members through the News-Letter. Since I shall hold the July News-Letter until I get this from you, I hope I shall be receiving it rather shortly.

With best personal regards,

Yours sincerely,



Burton Paulu  
Secretary and Publications Editor

cc: NAEB Board of Directors  
Ed Wegener  
James Miles  
Dallas Smythe



NAEB HEADQUARTERS

July 7, 1952

To the NAEB Board.

Gentlemen:

July 3rd was D-Day at Headquarters. At or about 6 p.m. a University of Illinois truck, which was previously sent to Chicago, pulled up at the back door of Greg Hall and delivered one beautiful Toogood-Smith mass duplicator. Rawdon Smith accompanied the delivery and spent all day the 4th with Bob Johnston perfecting the installation. Johnston is running some checks of his own and promises that we will be doing an increasingly greater amount of work on the duplicator so that the end of July or perhaps a little sooner should see us completely free of the old method of duplication.

All of the above means we will start direct servicing to all stations at the completion of Package #7 and #8.

The completion of the Allerton Seminar on which you now have a preliminary report and the delivery of the duplicator plus the finalizing of the renewal of the grant from Kellogg have kept us more than busy. I still have nothing in writing on the Kellogg proposition but have every assurance that it will go through and we will receive our second year's check as soon as financial statements are prepared by the U of I. This should be completed in a matter of days.

Meanwhile we have been working diligently on the FAE-\$80,000 grant and we'll have a nice printed announcement of this within about two weeks. We've also been working with Hull and Merrill on the Iowa State College Television Workshop. We understand that JCET is now also a co-operator which will mean considerable financial help on the meeting.

In as much as I have been asked to line up the 1½ hour NAEB session, may I suggest that we could do no better than to have a 30-40 minute speech by our esteemed president and then have a question and answer session of some 45 minutes with the officers of the Association serving as a panel. If you have any ideas on this I'd be happy to hear from you.

Sincerely,



Jim Miles  
Executive Director

JSM:rtb



TO : Officers & Directors  
FROM : John W. Dunn

DATE : August 8, 1952  
SUBJECT: Scramm's Letter

Wilbur's letter shock but not unexpected. Agree with him that if we wish to continue present set-up, we must act as soon as possible. Ought to be enough of us at Ames to start the ball to rolling.

Believe we should have someone who has extensive background in educational broadcasting and believes in the principles and philosophies of educational broadcasting. Our man should have maturity, good judgement, considerable initiative and administrative ability, not to mention tact and diplomacy. Big order. Jim has done a magnificent job. Haven't always agreed with Jim in everything. Still I admire and respect him for a guy who's "big".

To get right person is going to be hard. Older men will be reluctant to give up security, seniority, retirement build-up for something which offers a passel of headaches and a year-by-year existence for four years and after that...a big question mark. Any younger man must be severely scrutinized.

Before anyone takes Jim's place, we should thoroughly overhaul Executive Director's job. We should define duties, obligations, powers, etc. We haven't been fair to Jim because he's never known where he stood. Hard on him and us.

As to Wilbur's statements: we "threw him to the dogs" at Battle Creek; the foundation was "very much worried" after the Battle Creek meeting; "we got a severe grilling" when annual report made -- need considerable explanation and justification before I accept them without the proverbial salt. Reminds me too much of the gag you pull on kids: "Better be good or Santy won't come to see you". I'm getting just a little weary of the attitude of some people that the Officers and Board of Directors of NAEB are a bunch of kids or maybe just plain simpletons.

Our records, taken together, represent a rather imposing number of years in educational broadcasting. All of us have above the average administrative skill and ability or else we wouldn't be where we are today with our respective institutions. All of us have vision. What's more we believe wholeheartedly in this thing called educational broadcasting to which we have dedicated our lives and our fortunes. And the combined value of educational broadcasting installations not to mention yearly operational budgets represents an investment that runs into seven figures.

I'll admit I am a REBEL. I'm a rebel because I don't like "claws" hidden in velvety paws, thinly veiled insinuations and controls which supposedly are for certain purposes. I want to see the last untrammelled bulwark of freedom of thought and freedom of speech in America remain that way.

If Kellogg or any other foundation is genuinely interested in furthering the cause of educational broadcasting in America, I think they should begin by having some respect for the National Association of Educational Broadcasters and faith in the officers and directors and NAEB to such an extent that we don't have to have nurses feed us foundation pabulum. Maybe we've failed to impress them with our worth. But if to impress them means to bow the knee, then count me out.

Last, I'm getting just a little tired of Wilbur's song and dance about Illinois. Why doesn't he just come out and say: "Look, boys, Kellogg has given this money to the University of Illinois to administer and NOT to NAEB. Now be good boys and play the game the way we want you to play it or we pick up all the marbles and bow out".

Those of you who want to say "Amen", do so. Those who want to cuss me, may do so. That's the AMERICAN way!

# NAEB TAPE NETWORK

RECEIVED  
RADIO STATION

AUG 12 11 25 AM 1952

WILL & WIUC  
UNIVERSITY OF ILLINOIS

MEMO:  
TO : ALL STATIONS  
FROM: JOHN HOLT  
  
RE : NEW SYSTEM OF DISTRIBUTION  
AUTUMN '52 OFFERINGS

## NEW SYSTEM OF DISTRIBUTION

With the release of the first programs of the fall offerings, the Network will affect a change in its method of distribution. Each station will receive its own copies of the series it elects to broadcast and will return these copies directly to Network Headquarters. They will not be bicycled.

But Note: Packages #7 and #8 will still be in circulation and will continue to circulate according to schedule to the ends of their legs, when they will be returned to HQ as has been customary. Repeat: Pck. #7 and #8 will continue as usual until they end. The fall offerings listed herine will be sent directly to each station--NOT bicycled.

We realize this will cause some "overlap" of the new and old systems. For a short time you will probably be receiving tapes both by the leg system and by individual distribution. But we though you would prefer this situation to having the packages cut off short in the middle of the series. When Packages #7 and #8 finish circulating along their legs, no more tapes will be bicycled. In the meantime, please try not to confuse Packages #7 and #8 with the new offerings. Send the old series along their legs--return the new ones directly to us.

## AUTUMN 1952 OFFERINGS

We will begin the autumn season by distributing six-and-one-half hours of programs each week. These programs will cover the following general areas:

<u>Type</u>	<u>Hours per week</u>
Talk	3 1/4
Children's	3/4
Drama	1
Magic	1 1/2
<sup>1</sup> total hrs per week	<u>6 1/2</u>

This offering is light, but it will be gradually increased. We have a number of possible series in prospect and they will be offered to the individual stations as, if, and when they become available to Network Hdq.

As you will note from the enclosed list, only one of the many AEC projects is released at this time. At least six other series are in prospect and should be released in the next few months. We also have tentative offerings of timely shows from other sources which we would like to release before they date.

Still another factor in our decision to start the season with a light offering is our tape duplicator--it is still quite new to us, and we do not wish to overtax it at this time.

With the enclosed list and descriptions of the new offerings is a form for ordering them. Please order only those which you are reasonably certain you will use. If you later decide to add series to your order we will be glad to send them to you beginning with the current program. At present we cannot promise to send any back programs.

Please submit your order as soon as possible. See that we receive it no later than August 25. Repeat: the deadline is August 25. But please try to get your orders to us sooner.

#### FUTURE OFFERINGS

We are now attempting to plan our winter and spring offerings. We are grateful for the many submissions we have received, but we know there are many stations originating high quality programs which we have not yet been privileged to hear. The Network would be most grateful if these stations would join our more regular contributors and send us some shows. Please do not be reluctant to send us copies of any shows which you think have Network possibilities. Submissions need not be from series--in fact, we would like to secure some good one-shots. Many of our stations have a great need for such programs.

#### TREATMENT OF TAPES

Please treat the tapes carefully. Do not edit or cut for any reason. If you run into any difficulties such as bad quality, editing, etc. please let Network Hdq. know about it at once.

  
John R. Holt  
Ass't. Network Mgr.

RECEIVED  
RADIO STATION

AUG 12 8 28 AM 1952

NAEB HEADQUARTERS

August 11, 1952

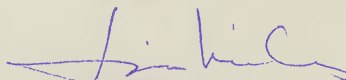
WILL & WIUG  
UNIVERSITY OF ILLINOIS

TO: Active and Associate Members of NAEB

The attached Preliminary Report of the Educational  
Television Programs Institute was made available  
to NAEB by Frank Abbott of the American Council  
on Education.

I think you will find it most interesting  
reading.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Miles", is written over a horizontal line.

Jim Miles  
Executive Director



AMERICAN COUNCIL ON EDUCATION  
1785 Massachusetts Avenue, N. W., Washington 6, D. C.

PRELIMINARY REPORT

Educational Television Programs Institute  
Pennsylvania State College, April 20-24, 1952

A Milestone in American Education

The Educational Television Programs Institute, sponsored by the American Council on Education and held on the campus of Pennsylvania State College, April 20-24, in my opinion will be a milestone in the never-ending search for more effective ways of extending educational values to our people. I realize that this is a bold claim to stake out. Yet, I think it is fair to say that policy recommendations of far-reaching significance for realizing the educational potential of television were formulated at Penn State. The level of policy consideration at the Institute seemed to be fully up to the dimensions of the television problem -- and opportunity -- which confronts educators today, and this is the surest reason I see for confidence that the challenge to education which is afforded by the mushrooming growth of television will be met.

There seemed to me to be clear evidence at the conclusion of the Institute of unanimous concern that educational groups take forthwith the steps necessary to establish and develop educational television stations on the channels reserved for educational use. This was recognized as an opportunity to which urgent and devoted effort must be given. A problem of overwhelming concern to the entire group was to make possible the establishment of working cooperation between educational television stations. Recommendations were approved

for the establishment of one or more production centers for educational programs, for the widespread exchange of these programs, and for the creation of needed facilities for recording programs at educational TV stations and fostering their interchange. Beyond this, I think it was recognized: (1) that cooperation with commercial stations can provide helpful experience in advance of operation of educational stations; (2) that in some areas, where sufficient reserved channels are not available, this may be the only practicable way of extending educational services over television; and (3) that continuing cooperation with commercial stations and networks would in any case be desirable in order to bring to the broad audiences which these stations have attracted a selection of programs of genuine educational significance.

Quite apart from all of the valuable factual material made available in the written statements distributed at the Institute and in the speeches and discussion sessions, I am convinced that the Institute's most significant contribution lay in suggesting for all of the participants the immense potential of television for helping to achieve that fundamental American objective of informing and educating our citizens in ways which will permit maximum development of the individual within the community. It was gratifying to see how the realization that this is the central and historic objective of our educational institutions led the group toward a determination that television in all of its forms must be used to do a better job -- the necessary job -- of extending educational services to Americans.

Arthur S. Adams, President  
American Council on Education

## WHAT THE INSTITUTE ACHIEVED

The group which came together at the Institute was an extremely diverse one. It included representatives from virtually all segments of higher education, state departments of education, local public and parochial school districts, educational radio and television activities, manufacturers of television equipment, foundations, and the Federal Communications Commission. In the group there was a wide diversity of experience in radio and television, and of opinions concerning the most practicable methods by which educational values may be realized through television. In the early discussions there was a polite but unmistakeable air of concern that one's own point of view might not be given an adequate platform. There were those who were firmly of the opinion that television had no educational uses save in classroom applications, where special "closed circuits" which involve few of the complications of regular broadcasting channel assignments could be used. At the opposite pole were others who had no interest in TV applications of such "limited scope" as classroom uses. Some were devoted to the importance of utilizing the "educational reservations"-- the 242 channels which are being withheld from possible commercial competition for one year, in behalf of educational operators which would own and manage these stations on a non-commercial basis. Other participants were convinced that non-commercial operation was impracticable if not impossible, and that cooperation with commercial stations was the "only" answer. And of course there were many participants who professed ignorance of the answers, who came hoping to find some. Perhaps, at the outset, the one unifying characteristic of the group was a feeling that television has effects upon viewers which are decidedly "educational", in a broad sense of the term, and that it behooves educators to explore carefully the potential of this new communication device as it may be used for pursuing the abiding objectives of our educational organizations.

Under the impact of the opening addresses, of a series of demonstrations of educational programs, and of informal discussions around the tables in the dining room, in the school buses in which participants rode to and from the "Armory Studios" where most of the program took place, in the lobby of the Inn and on walks around the campus, there began to be a broadening vision, a new realization of some of the dimensions of different phases of the problem.

Consideration was given at the closing session to the possible creation of a national commission for educational television. The purposes of this commission would include those mentioned above with respect to the creation, recording, and distribution and interchange of programs of genuine educational and cultural significance; the provision of a means by which there might be brought into focus the desires, likes and dislikes, of sections of the public with respect to television programming; and the development of sources of support necessary to realize to the greatest possible extent the potential of television, in all of its forms, for informing and educating our people. The group favored the establishment of such a commission, and urged the Council, in consultation with the Joint Committee on Educational Television, to take such initiative as might be indicated looking to its establishment.

The Institute program was developed by Dr. Carroll V. Newsom, Associate Commissioner for Higher Education in the New York State Education Department, and his staff including E. Arthur Hungerford of the General Precision Laboratories, Frederick Hoeing and Mrs. Eunice Collins Parker. Funds to support the Institute were contributed by the Fund for Adult Education, established by the Ford Foundation, the Payne Fund, and the Alfred P. Sloan Foundation. A number of consultants with technical and programming experience in radio and television were retained. Demonstrations of "live programs" from the Philadelphia Public Schools and Western Reserve University were made possible by the cooperation of the Radio Corporation of America in making available the necessary demonstration



equipment (including a two-camera "chain") and technical personnel. Invited participants and consultants totaled 81, and technical and staff personnel and those involved in the "live productions" numbered an additional 24.

A summary report of the Institute, based upon the full record of speeches and deliberations, is now being prepared and will be printed and distributed widely. According to present plans, this report will also constitute the introduction to the full proceedings of the Institute, which will include the record of the seminar and the papers which were prepared for it by numerous consultants. While work on the proceedings is being speeded, its production will necessarily take several months. (To serve a related purpose, the Joint Committee on Educational Television is now preparing a brief pamphlet which will attempt to summarize for the layman the story of the potential of educational television, and to suggest ways and means of realizing this potential. JCET plans to make multiple copies of this pamphlet available.)

Because it seems clear that policy discussions of the kind which seem so necessary at this time must, in general, follow the pattern of small seminars rather than large conferences, the group invited to the Institute was necessarily small. The group at Penn State urged that additional meetings generally similar to the Institute be held, in many sections of the country, for it is not possible to try to bring together even a large proportion of the hundreds of educational organizations and their controlling authorities in any one meeting.

#### SUMMARY OF THE PROGRAM

Coming together informally on Sunday evening, April 20, the educators enjoyed the first of a series of demonstrations arranged by Frederick W. Hoeing, Consultant to the Institute Director. Educational programs having a wide variety of objectives as well as of financial and technical characteristics were

demonstrated by kinescopes, film, and live production, during the initial two days.

The Institute program was formally opened Monday morning, April 21, with a welcoming address by Penn State President Milton S. Eisenhower, followed by a consideration of television's meaning for education by Arthur S. Adams, President of the Council. Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc. then discussed some of the technical dimensions of educational television, and Ralph Steetle, Executive Director of the Joint Committee on Educational Television, described "Education's Response to the Challenge of Television." Chairman Paul A. Walker of the Federal Communications Commission then gave a friendly but ringing challenge to educators to respond to the opportunities afforded by the reservation of 242 channel assignments for non-commercial operation, in a speech which is being re-played over the tape network of the National Association of Educational Broadcasters.

Discussion at the Institute was continuous, on the informal level. On the formal level, discussion was fostered by dividing the participants into four separate groups, each with own leaders and consultants but each discussing the same agenda. After two or more hours of discussion in the smaller groups, the entire group would come together and the agenda would be reviewed once again, with the separate group leaders and consultants constituting a panel. Within this format, there were three principal areas of discussion. The first of these, "The Significance of Television for the Educator", included such topics as whether television is an educational luxury or an educational essential, qualities of TV as an educational device and the like. "Basic Planning for Educational Television" was the second main topic, with attention given to such matters as FCC rules, the problem of local organization for meeting the legal requirements of a station license, size of staff needed, capital and equipment costs,

operation and maintenance costs, facilities available for local program exchanges. The final set of discussions was devoted to "Next Steps in Order to Further the Development of Educational Television", and here consideration was given to the complex and highly practical problems of developing necessary understanding of and support for educational television; creation of one or more production centers where educational programs of high quality may be produced; fostering interchange of programs and program ideas among educational stations, as soon as such stations actually get on the air; and the possibility of creating a "national commission" of outstanding educators and laymen to develop support for the extension of educational values through television, to provide a means by which citizens may express their preferences for TV programs, and related objectives.

The Institute avoided preparation and adoption of resolutions, but at a concluding plenary session on Thursday morning, under the chairmanship of Dr. Edgar Fuller, Chairman of JCET, made clear its unanimous concern that there be a maximum response, within the year, to the opportunity presented to the American people by the Federal Communications Commission in reserving channels for ownership and operation by educational groups. The recommendations of the Institute have already been discussed. Action to follow up these recommendations is vigorously under way, not only in the Council offices, but in a number of areas where local institutes are being planned. The Joint Committee on Educational Television and the Council look forward to cooperating to the fullest possible extent with all groups, as efforts are made to explore television's potential for education, and ways and means of realizing that potential.

May 22, 1952

RECEIVED  
RADIO STATION

AUG 15 9 17 AM 1952

NAEB HEADQUARTERS

WILL & WIUC  
UNIVERSITY OF ILLINOIS

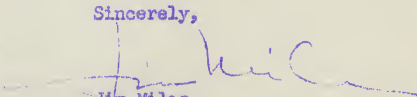
August 14, 1952

TO: Active and Associate Members of NAEB

H. B. McCarty of the University of Wisconsin has made it possible for us to secure a little booklet, which is enclosed. It shows the work which a committee not associated with the University has operated to help the cause of educational television.

I am sure you can use any of the facts and figures contained herein.

Sincerely,



Jim Miles  
Executive Director



October 9, 1952

Mr. James S. Miles  
Executive Secretary

Re: DUNN BALLOT of 10/6/52

Dear Jim:

I vote "yes" on all except President's Room, Alliance College, and the Rhode Island Committee on Educational TV. I vote "no" only because of lack of information. With additional information, I feel sure I would vote "yes" on at least one, and perhaps both. I believe the Directors should be given additional information on both.

Cordially,

Frank E. Schooley  
Treasurer

FES:fmh

cc: John Dunn

NAEB HEADQUARTERS  
RECEIVED  
RADIO STATION

September 23, 1952

SEP 24 8 38 AM 1952

WILL & WIUG  
UNIVERSITY OF ILLINOIS

Mr. William Griffiths  
Fund for Adult Education  
914 East Greers Street  
Pasadena, California

Dear Bill:

Confirming our telephone conversation of last Friday, I am informing all grant applicants that announcements of the grant awards will be made on or about October 15.

Operationally, we will be meeting here September 29 and 30 and October 1. I will send you via airmail the list of those grants selected by our committee on October 2. From your conversation, I understand that you can clear these policy-wise within a very few days so that we can hope to make a final announcement on October 15.

It is further my understanding that you are sending us within the next few days the check for \$80,000, which the NAEB Treasurer Frank Schooley will draw checks against in favor of those institutions which are awarded grants.

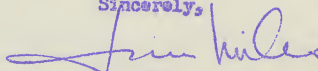
As I assured you over the telephone, all but a few of the grants do fall within the areas you outlined in August. However, as I understand it, should one of these few be an outstanding application, you will approve this policy-wise.

You will be interested I am sure in knowing that as of last Saturday we had received 55 applications -- 31 of these in radio and 24 in television. Today we have received 8 more applications, and I am informed there are perhaps an additional 8 yet to come. Hence, we will more than likely have about 70 applications from which to choose.

I have studied all of these applications in some detail. There are many excellent ones. I am sure the job of selection will be difficult, but this should mean very high quality in those eventually awarded.

I know we have done it before, but I would like to again express our appreciation for making these grants possible. I am sure they have sparked the imagination of educational broadcasters from coast to coast and that a great and lasting benefit will result from this effort -- a benefit, I might add, not only to those who receive grants. Needless to say, we would welcome the opportunity of handling similar funds in the future.

Sincerely,



Jim Miles  
Executive Director

JSM:ll

RECEIVED  
RADIO STATION

SEP 26 9 57 AM 1952

WILL & WIUC  
UNIVERSITY OF ILLINOIS

September 25, 1952

Mr. J. Arthur Dupont  
General Manager  
Station CJAD  
1191 Mountain Street  
Montreal, Que., Canada

Dear Mr. Dupont:

Your letter of September 17 addressed to Mr. Frank Schooley has been referred to me.

I am sorry that I cannot give you further details on the programs about which you asked. Some of these have been produced. Others are in production. Others are in the pilot program stage. The exact release dates on none have been set. Undoubtedly they will not be released until after the elections here in the United States. If you would care to write me again about November 10, I believe I could give you a definite answer.

Sincerely,

Jim Miles  
Executive Director

JSM:ll  
cc: Frank Schooley ✓

NAEB HEADQUARTERS

July 31, 1952

TO: Members of the Board

Gentlemen:

The attached is self-explanatory. I for one would like to see Mr. Nizami spend the two months visiting NAEB stations. If you think this is a good idea, I will be glad to write to Mr. Fraser and tell him we will be glad to arrange such a schedule for Mr. Nizami while he is in the United States.

Mr. Fraser needs an answer immediately. Hence, I trust you will scribble a reply to me immediately.

Sincerely,



Jim Miles  
Executive Director

JSM:ll

cc: Robert Hudson



C O P Y

UNESCO  
19, Avenue Kleber  
Paris 16

File No. MCR/319.396

Dear Bob,

Technical Assistance have given a six month fellowship to Mr. Mahmoud Nizami, the Station Director at Rawalpindi (Pakistan). The job of Station Director at Rawalpindi means that he is one of the most senior officials of the Pakistan Radio. Technical Assistance have asked my advice on how Mr. Nizami can most usefully employ this fellowship. I have suggested that he should spend two months at the B.B.C. in London and three months in the United States. I thought that he might spend at least one month with the United Nations Radio Division at New York. I am confident that, if this can be arranged, my friends in New York would make the necessary arrangements for him to learn about the output of the four major networks.

In addition, I suggested that it would be very valuable for him to spend some time - perhaps two months - with the N.A.E.B. to learn their organization and the content of their programmes. What do you think about this suggestion? There would, of course, be no expense to be borne by the N.A.E.B. as the travel and living expenses would be arranged by Technical Assistance.

I would be most grateful for an early reply as we have to arrange the dates of his going to the B.B.C., to the United Nations and, should you think it a good idea, to the N.A.E.B.

With very best wishes,

Yours sincerely,

/s/ Gordon

Gordon Fraser  
Head, Radio Division  
Department of Mass Communication

P.S. Perhaps you would be  
Kind enough to pass this  
letter on to Mr. Rider if it is  
to him I should have written.

Mr. Robert Hudson,  
University of Illinois,  
119 Gregory Hall,  
Urbana, Illinois,  
U.S.A.

RECEIVED  
RADIO STATION  
NAEB HEADQUARTERS

SEP 3 3 46 PM 1952

September 2, 1952

WILL & WIUC  
UNIVERSITY OF ILLINOIS

To the Board of Directors

Gentlemen:

There is one budget matter of some magnitude that will not stand delaying until our November board meeting. It is described in detail in the attached letter to me from Burton Paulu. I will summarize it briefly here.

You approved previously the expenditure of not to exceed \$400 for the compilation of an NAEB Radio-Television Bibliography. Paulu now believes that this cost will run close to \$350. The majority of this work has been done. Second, it costs money to duplicate and distribute anything this large. The \$1000 I believe is fairly conservative and prices for such duplication are about the same both here and at Minneapolis. Third, this is undoubtedly a vital bit of information for our members to have.

I believe it is a legitimate expenditure from Kellogg funds and that we have such funds available. It is understood of course that money received from those sold could be used to offset some of the cost, but undoubtedly would meet only one-fourth or one-third of that cost.

As Burton indicates, speed is important. May I have your immediate reply by return mail.

Sincerely,

Jim Miles  
Executive Director

enc.  
JSM:rtb

COPY

August 25, 1952

Mr. James Miles  
119 Gregory Hall  
University of Illinois  
Urbana, Ill.

Dear Jim:

This is just a review of our conversation at Ames relative to the second edition of the NAEB Radio-Television Bibliography.

As I understand it, you will circularize members of the board asking them to approve the expenditure of not to exceed a thousand dollars to underwrite the processing and distribution of the bibliography, this being distributed free of charge to all regular and associate members, offered at half price to subscribers of the Newsletter and at full price to the general public.

I checked with our librarian here as to the price we should ask. He suggested \$1.50, although he said \$2.00 would not be out of line; but he thought that \$1.50 would get us wider circulation. He observed that we probably wanted as wide a circulation as we could get, and I agree with him since we want to get the name NAEB established in the field of research.

As to the bibliography itself, you might tell the board members that the first one--which ran to 44 pages--had a pretty fair circulation with something up to 500 as I recall, and that we received a good many more orders beyond that which we couldn't fill due to insufficient supply. It was indexed in the selected list of writings on radio and television prepared for the 1952 Broadcasting Yearbook by the reference librarian of the Columbia Broadcasting System, and orders for it came in from most of the major libraries of the country and also from researchers in New Zealand, Germany, and France. Since this will be somewhat better than the first one and since it will be more complete, we should receive even more response.

I have a few copies of the first one available and you might state that these could be sent to members for information if desired.

Since I think that speed is more or less of the essence at this point, I hope you will circularize the members of the board every directly and ask them to send an immediate reply. The first part of the copy should be ready for your typists by September 15 at the latest; so I hope we may have this matter cleared as quickly as possible.

Yours truly,

// Signed //

Burton Paul  
Secretary and Publications  
Editor

C O P Y

Department of Audio - Visual Instruction  
National Education Association  
1201 Sixteenth Street Northwest  
Washington 6, D.C.

October 1, 1952

Mr. Jim Miles  
Executive Director  
National Association of Educational Broadcasters  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Jim:

You will recall that at the National Conference on Tape Recording Library Services which took place in Chicago, July 29, those present at the conference passed a motion recommending that the joint DAVI-AERT National Committee on Radio and Recordings undertake the following action:

1. Write producers of tape programs asking them to submit for possible duplication and distribution the best one or two program series they have produced.
2. Select approximately 100 programs representing the best of all submitted.
3. Announce the availability of these selected programs.
4. Request the cooperation of the National Association of Educational Broadcasters in duplicating these 100 programs for distribution at a cost sufficient to cover the cost of the operation.

Although it will be necessary to work out some of the details of this project as it progresses, it appears that the chief responsibility of the National Association of Educational Broadcasters would be to duplicate sets of these 100 selected programs and ship them to those who place orders with the DAVI-AERT National Committee on Radio and Recordings. This committee would receive the money required to cover the cost of service and would send you a check to compensate the NAEB for expenses involved in making your part of the service possible. It would be desirable for you to send to Kelsey Sweatt, Chairman of the Committee, and to me an estimate of what this duplication would cost, including the cost of tape stock.

It was the opinion of those who voted on the motion that this service will be a first step toward the solving of the problem as to how worthwhile tape programs can be made known and available widely around our nation.

Since Kelsey Sweatt will be in charge of the project, I will ask him to map out a timetable for the project and to get in touch with you concerning other details and questions he may have.



Mr. Jim Miles

- 2 -

October 1, 1952

In behalf of the DAVI-AERT committee, I wish to request that you take whatever steps may be necessary to secure approval from your Board of Directors for NAEB participation in the project.

Sincerely yours,

/s/ Jim

J. J. McPherson  
Executive Secretary

JJM:ecp

cc: Mr. Kelsey Sweatt  
Dr. James W. Brown  
Dr. Paul Witt  
Mr. John C. Crabbe

# THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

October 6, 1952

## MEMORANDUM:

TO : Active Members of the NAEB  
THRU : Burton Paulu, Secretary and Publications Editor  
SUBJECT : Proposed Amendments to the Constitution of the NAEB  
FROM : Parker Wheatley, Chairman, Constitution Committee

The following amendments to the constitution are respectfully submitted to the active membership of the NAEB. They are proposed at the suggestion ~~of the~~ of the president of the association, the vice president, the E. D. Committee, and, in part, by Director Dunn, Chairman, Membership Committee. They have not been submitted to the other members of the constitution committee, for which I assume full responsibility, although copies of these proposed amendments are being sent to the committee members today - October 2.

## Proposed amendments to NAEB constitution:

### Preamble:

Believing that radio and television broadcasting are in their very nature most important factors and influences in the national and international welfare, we, the representatives of educational and cultural institutions, organizations, agencies, and associations engaged in educational and cultural broadcasting, do associate ourselves to promote, by united effort and mutual cooperation, the dissemination of knowledge, information, and education to the end that the educational, cultural, and technical benefits of broadcasting may be extended to all.

### Membership - Article I

- A. Any university, college, school or other educational, cultural or public service agency, organization or association of recognized standing engaged in educational, non-commercial broadcasting over a radio and/or television station controlled by it, or holding a construction permit for such a station or stations, may be elected to active membership by the board of directors, and shall be entitled to one active membership for each such radio service, whether AM or FM or combined AM-FM, and for each such television service, provided that any such entity as above so elected to membership on the basis of a construction permit, and who allows that construction permit to lapse, or is denied renewal by the Federal Communications Commission, shall automatically revert to associate membership.
- B. Any individual, or educational or cultural institution, or other educational, cultural, or public service agency, organization, or association, engaged in educational broadcasting may be elected to associate membership upon approval of the board of directors.

### By-Laws:

### Object - Article II

The object of this association shall be to promote, by united effort and mutual cooperation, the dissemination of knowledge by and of radio and television broadcasting to the end that benefits of the educational, cultural, and technical features of broadcasting may be extended to all.

By-Laws (Continued)

Membership - Article III

Section 1a. Any university, college, school, or other educational, cultural or public service agency, organization or association of recognized standing engaged in educational, non-commercial broadcasting over a radio and/or television station controlled by it, or holding a construction permit for such a station or stations, shall be eligible to active membership in the association to the extent of one membership for each radio service as defined in Article I (A) of the constitution and one membership for each such television service, subject to the approval of the board of directors as set forth in Article I (A) and as hereinafter provided, provided further that the above such entities shall be subject to payment of dues to the association for all stations owned and/or operated as hereinafter provided.

Each active member shall be entitled to one vote for each such service for which membership has been approved by the board, and shall be entitled to participate in all affairs of the association. The director or manager of each such service for which membership has been approved, or a duly authorized representative of each such service, shall be entitled to vote.

- b. Any individual, or educational or cultural institution, or other educational, cultural, or public service agency, organization or association, engaged in educational broadcasting shall be eligible to associate membership in the association, subject to approval of the board of directors. An associate member shall not be entitled to any vote except as a member of an association committee to which he has been duly appointed.

Dues - Article V

Section 2. CLASSIFICATION FOR DETERMINING DUES. For purposes of determining dues the active radio service members shall be classified according to rated transmitter power, and shall pay according to classification within which member station or stations fall, provided, however, that the maximum payment shall not exceed \$50.00 annually.

Class A	5 KW or above	\$50.00
Class B	1 KW to 4.9 KW	25.00
Class C	Less than 1 KW	15.00

Members owning more than one radio station shall pay dues on all such stations, provided, however, the total amount does not exceed the maximum payment established by this section.

Television service members shall for the time being, and until such time as the board of directors and appropriate committees of the association, in consultation with prospective and/or active members on account of television service, pay dues equal to the maximum payment established above for active membership on account of radio service.

NAEB HEADQUARTERS

October 9, 1952

Dear NAEB'ers:

Recently a group of NAEB'ers had a chance to discuss membership in NAEB, and more recently still John Dunn and other have expressed themselves via the mails on this complex subject. I believe it is perhaps time to outline the various points at issue so that you may have the total picture.

I will attempt to give both sides of the issues even though I feel rather strongly about some of these problems.

If I had to state the questions in very simple and concise form, I would say:

- (1) Is the basic purpose of NAEB institutional or individual?
- (2) Is there any room for individual memberships?
- (3) How can all departments of an institution be assured of equal representation in NAEB?
- (4) What services should NAEB perform for the individual segments of its membership?
- (5) How will we support the total NAEB organization once Kellogg funds are exhausted?

Enlarging on the above, the basic philosophy of NAEB has, it seems to me, always been institutional. We have never seen ourselves in competition with the individual membership organizations, such as AER. On the other hand, we have never turned down an individual applicant in the past who has evidenced some interest in educational broadcasting. These people sometimes only kept their membership for a year after leaving an educational institution, but at other times they have kept them for a number of years.

I suppose there might be another sub-division here, too. Numerous institutions have done no broadcasting in the past but are now interested in broadcasting, particularly television. Some of these may never operate their own station. Some may never have an active production center. Some may be able to devote but a fraction of one man's time to the preparation of educational broadcasts. Whether we can legitimately rule out these institutions or whether they must show some evidence of production ability before we admit them is, to my way of thinking, a good point for discussion. Certainly the way for a small institution to start things in the educational broadcasting field is for it to build up interest on the part of an individual on that campus. Thus, you could make a pretty good case that if a responsible person from an acceptable, accredited institution applied for membership in NAEB and merely said that he had an interest in educational broadcasting, he should be allowed to join.

There are those in NAEB who would argue with good logic that we should admit individual members wherever we can find them and in as great a quantity as we can get them. Thus, it would almost be incumbent on those people operating a large unit (such as WOI, WUOM, WNYC) to insist that the department heads of their units take out individual memberships in NAEB. It would also admit such people as those now appearing on our subscriber list: representatives of commercial radio, of professional education, and of sales organizations. The argument goes that as long as these people do not have a vote and cannot hold office, there is no reason why we can't accept their money. This, of course, might go a long way toward answering the fifth question I posed.



By far the knottiest problem of the bunch is the one which seeks to give each interested department of an institution a voice in the affairs of the association. I am sure you can all point to examples, particularly in the TV field. Recently another example not in the TV field came across my desk. We have carried for a number of years the New York University Radio Club as an associate member. I now have an application from the Assistant to the Chancellor of New York University which was filled out at the suggestion of the chancellor. They are applying for another associate membership.

As a possible solution, it has been suggested that each institutional membership have perhaps five votes. It would then be up to the institution to divide up these votes among the departments which were active on its campus. This, in effect, would mean that at one institution the radio man might vote all five votes. At another the votes could be split into one for FM, one for AM, one for TV, one for radio teaching, and one for a radio club.

It seems to me that maybe we have the cart before the horse in this matter. An association is only as strong as the services it performs. Hence, perhaps we ought to answer Question #4 before we do anything else. The services we have now, of course, are: the News-Letter, the tape network, the meetings and seminars provided under Kellogg financing, the advice given to new members, and the general exchange of information among members.

I don't list the above in any derogatory way. I think the services are excellent and are, in the main, adequate. But what particular services should be provided to TV? And if we go along with teaching units, what should we provide them? All of this, of course, is tied up with Item #5, both immediately and in the future.

As far as long range financing is concerned, there are two obvious ways. First, either raise the dues or raise the number of members. The second obvious way is to secure additional support from Kellogg or another foundation. A third perhaps less obvious way is the "tape network way" of providing service on an assessment fee basis.

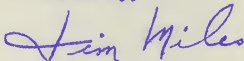
The network is running okay financially. I firmly believe it will be self-supporting when Kellogg funds are exhausted. I cannot say as much for the rest of the project. I have never heard anyone discuss what happens to headquarters when Kellogg is done. Certainly it is not too early to discuss this and at least form some tentative idea of what we might do.

I believe you will agree that the above problems are basic. Some need immediate solution so that headquarters at least can function properly in relation to new members. Some immediate thought must be given to the TV situation. And then, of course, the long range picture is vital. I believe this calls for another really good, long-term meeting at which we thrash out all of these problems and the many others which are related to them.

I do not think we should be in any way discouraged by this confusion. To me it is a sign of real growth, and I am constantly aware that other associations far older than we are still going through some of these problems. Some of you may have noticed the other day that as old and wealthy an association as the Radio Manufacturers Association shifted gears again. A year and a half ago they embraced the idea of a paid president. Two weeks ago they disowned the idea and went back to a non-paid president. And then they added that this was by no means an irrevocable decision -- meaning to me that even now there were some "Doubting Thomases" in the group.

Immediately, let's think it over, exchange some mail, and have some good bull sessions on it at Minneapolis. Maybe out of that will come a concrete proposal for the next step.

Sincerely,

A handwritten signature in dark ink, appearing to read "Jim Miles". The signature is fluid and cursive, with the first name "Jim" and last name "Miles" clearly distinguishable.

Jim Miles  
Executive Director

October 9, 1952

TO: John Dunn Chairman; Ed Wegener; Jim Miles  
FROM: Waldo Abbot  
SUBJECT: FAE Grants-in-Aid Project

The Committee (Abbot; Wegener; Dunn, chairman; and Miles) appointed by the NAEB Board of Directors to screen the applicants for the FAE "Grants-in-Aid" applications met in Urbana, Sept. 29-30, Oct. 1. Forty-five (45) applications in the field of radio and twenty-nine (29) in television were considered by the Committee.

In the first examination each application was checked to determine if it complied with the requirements of the grant.

- 1- Was it in the field of adult education.
- 2- Was it suitable for use on the NAEB tape network.
- 3- Did it have more than local or regional value.
- 4- Was the application complete and understandable
- 5- Did the request come within the financial limits.
- 6- Did the proposed series come in one of the four fields;
  - a- the Humanities
  - b- International Understanding
  - c- Political Affairs
  - d- Economics
- 7- Requests for funds for capital equipment were deducted.
- 8- No application was considered if it asked for funds to improve an already existing good series of programs.
- 9- The requirements for a starting date, firm completion date, and willingness to accept the Grant were included in the application.
- 10- The proposal would have real value to educational broadcasters in general - tapes, film, etc.

Two days were spent by the Committee in screening the 74 applications. Nineteen radio applications and eleven TV applications were selected for further consideration.

In the final consideration of the nineteen radio applications, all the tape recordings submitted as exhibits were heard. The national distribution of the Grants, the variety of program types, the distribution into the four required fields were considered. Seven applications were selected for final action. The proposed budgets of these seven were carefully examined with the result that a number of the requests were reduced to comply with the terms of the Grant. Those finally agreed upon to be recommended to the FAE were:

Indiana University - Indiana Folklore  
Grinnell College - Patriotic Motif  
University of Michigan - Freedom to Learn  
University of Chicago - Five Series  
Boston University - New England Renaissance  
University of North Carolina - American Adventure  
University of Alabama - Document Deep South

In the final analysis of the TV applications, film exhibits were viewed Six applications were selected to be recommended to the FAE (two in the field of the Humanities, three

in International Understanding, one in Economics). In the final consideration the Committee was concerned with what lasting and usable values would accrue to Educational Broadcasters (film, kinescopes, etc.). All requested budgets were slightly reduced. The six applications approved for recommendation were:

Syracuse University - Footnotes to America

University of Oklahoma - Campfires and War Drums

University of Minnesota - A great Symphony Orchestra and the Region it Serves

Wayne University - The Melting Pot

Leland Stanford University - People, Places, and Politics

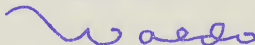
University of Miami - The Sea

If the foregoing recommendations are approved, the NAEB will receive for radio 39 quarter-hour programs on tape and 44 half-hour programs (the programs of the University of Chicago are not included in this tabulation). In television there will be nine (9) ten-minute films, 13 half-hour kinescopes, 10 half-hour films, with additional film, audio, and scripts.

While the quality of the proposed programs was always the dominant factor, an effort was made to distribute grants geographically (Northeast 1, East 1, Southeast 1, South 2, Southwest 1, Middlewest 6, West 1). Because of the greatly increased membership in NAEB over ninety percent of the applications were from NAEB members. Grants were suggested for nine active and three associate members of NAEB and one non-member.

Only the total grant available limited the number of approved projects. It was with difficulty and reluctance that the Committee was forced to discard the many outstanding proposals submitted. It can only recommend that the applicants do not discard the program ideas submitted by them, but go ahead and present these programs over their own stations and submit them to the NAEB tape network for consideration. The Committee on behalf of the NAEB and FAE wishes to express appreciation for the wide-spread interest in the Grants-in-Aid project and is certain that great lasting benefit will be derived not only by national educational broadcasters but also by each institution which put so much thought and effort in planning outstanding program series. The contest was so stimulating to educational broadcasters that it is hoped that it may be repeated in future years.

Submitted by



Waldo Abbot  
Director, Region III



NAEB HEADQUARTERS

October 13, 1952

TO: NAEB Board  
FROM: Jim Miles

Gentlemen:

In late August when we were readying the fall offerings on the tape network, there was considerable talk about MUSIC FOR THE CONNOISSEUR. All reactions we had received here at headquarters indicated that it was far and away the most successful program ever put on the network.

Mr. Randolph's position with WNYC is somewhat different from that of most of those who appear on our stations for the love of it. He does not have a full-time, basic university salary upon which to draw. Thus, any time devoted to the preparation and airing of this program must be taken away from some of his income producing efforts. Dave and Sy Siegel talked about this at some length and finally suggested that the network pay \$1.00 per program per station for the show. They then wrote me about it. I did not like the idea because of the extra bookkeeping involved and the precedent thereby set for shows on the network. I felt that Randolph was valuable to us and that we should in some way retain him. We had discussed many times employing network "consultants" and so it was my idea that Randolph be retained as a consultant.

Specifically, my deal was that I would propose and recommend to the board for consideration at the Minneapolis meeting that we pay Randolph \$1,000 for the fiscal year 1952-53, during which time he would prepare at least three MUSIC FOR THE CONNOISSEUR series of thirteen programs each. Second, he would be on the lookout for additional musical material in the New York area available for network use. Third, he would be available for specific consultation work from time to time, but if we called on him to do this, we would pay his traveling expenses.

Randolph agreed to this proposal and submitted immediately the first series of programs of MUSIC FOR THE CONNOISSEUR. It is currently on the tape network and has been accepted by fifty stations.

He has secured for us the rights to the Little Orchestra public dress rehearsal broadcast, and we will offer these programs in the spring.

He has agreed to come to the NAEB Convention at Minneapolis, and I have agreed to cover his expenses to that convention. Burton has him scheduled to appear Saturday morning, November 8, on one of the general sessions.

This is the entire story. I heartily recommend that you approve this proposal. There is sufficient money in the tape network budget to handle it, and I do not believe it will be setting a precedent which we do not care to follow. I would like to further recommend that this be made a matter for the agenda at the Minneapolis board meeting.

NAEB HEADQUARTERS

October 13, 1952

TO: NAEB Board  
FROM: Jim Miles

Gentlemen:

Attached please find a copy of a recent letter from Jim McPherson of the DAVI, which formally requests NAEB to perform certain services for them. I am sending this letter at this time to explain the circumstances which preceded McPherson's letter and to give some reasons why I believe we should cooperate with them. I would also like to request that it be made an item for the agenda of the board meeting in Minneapolis.

I have a basic belief that the increased use of audio material, whether it comes through a radio loud-speaker or a tape machine loud-speaker, will redound to the benefit of all those interested in educational broadcasting. I further believe that a majority of our school stations and some of the college stations grew out of the interest of an individual who had access to more material than he could use through his normal channels of distribution and who thus became interested in the possibilities of FM broadcasting. For these two basic reasons, I think we should do anything we can to encourage such use of audio material.

Tape recorders are becoming quite commonplace in our public schools. There still are only about one-tenth as many tape recorders as 16 millimeter sound motion picture projectors, but the number is growing and will grow more if a good source of material to play on those recorders is assured.

The state audio-visual groups have long realized this, and many of them are attempting to set up a tape recording library patterned after the one pioneered by Minnesota. At the July meeting to which McPherson refers about fifteen states had such state library plans in various stages of development and operation. These libraries are being added to at the rate of six hundred to nine hundred reels of tape per year. Or maybe I should say they would be added to at this rate if they could have a ready source of program material to buy or record.

They have discussed many proposals for meeting this need. They have committees working on some sort of a central office with duplicating facilities such as we have. This, of course, will take money and so they are readying proposals to foundations and exploring other means of financing. In the meantime, they need to make some sort of a trial run.

Here is where NAEB fits in. We can readily duplicate on our mass duplicator copies of programs selected by them. I believe we can do so at a price which will not greatly exceed their individual tape purchase price at the local level. We will be involved only in bulk handling of tapes and will only be involved finance-wise with one group.

It is my thought that not more than twenty-two orders for these tapes will be received. This is true inasmuch as orders will be accepted only from state-wide organizations which want them for redubbing purposes. Thus, at the most we would be involved in about 250 run-throughs on the duplicator. At three run-throughs an hour, this means about eighty-five hours of work. This, of course, would be done outside of regular office hours and would in no way interfere with the operation of the network. This group has moved very slowly on these matters in the past, and, hence, more than likely will not be ready to submit anything to us for duplication in less than six months time.

This is a one-time trial basis proposition. It involves no commitments further than this one time. I firmly believe for all of the reasons listed above that we should honor the DAVI request and do this duplicating operation for this one time only.

C O P Y

Department of Audio - Visual Instruction  
National Education Association  
1201 Sixteenth Street Northwest  
Washington 6, D.C.

October 1, 1952

Mr. Jim Miles  
Executive Director  
National Association of Educational Broadcasters  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Jim:

You will recall that at the National Conference on Tape Recording Library Services which took place in Chicago, July 29, those present at the conference passed a motion recommending that the joint DAVI-AERT National Committee on Radio and Recordings undertake the following action:

1. Write producers of tape programs asking them to submit for possible duplication and distribution the best one or two program series they have produced.
2. Select approximately 100 programs representing the best of all submitted.
3. Announce the availability of these selected programs.
4. Request the cooperation of the National Association of Educational Broadcasters in duplicating these 100 programs for distribution at a cost sufficient to cover the cost of the operation.

Although it will be necessary to work out some of the details of this project as it progresses, it appears that the chief responsibility of the National Association of Educational Broadcasters would be to duplicate sets of these 100 selected programs and ship them to those who place orders with the DAVI-AERT National Committee on Radio and Recordings. This committee would receive the money required to cover the cost of service and would send you a check to compensate the NAEB for expenses involved in making your part of the service possible. It would be desirable for you to send to Kelsey Sweatt, Chairman of the Committee, and to me an estimate of what this duplication would cost, including the cost of tape stock.

It was the opinion of those who voted on the motion that this service will be a first step toward the solving of the problem as to how worthwhile tape programs can be made known and available widely around our nation.

Since Kelsey Sweatt will be in charge of the project, I will ask him to map out a time-table for the project and to get in touch with you concerning other details and questions he may have.



Mr. Jim Miles

- 2 -

October 1, 1952

In behalf of the DAVI-AERT committee, I wish to request that you take whatever steps may be necessary to secure approval from your Board of Directors for NAEB participation in the project.

Sincerely yours,

/s/ Jim

J. J. McPherson  
Executive Secretary

JJM:ecp

cc: Mr. Kelsey Sweatt  
Dr. James W. Brown  
Dr. Paul Witt  
Mr. John C. Crabbe

NAEB HEADQUARTERS

October 13, 1952

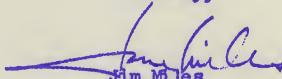
Dear NAEB'er:

The attached was prepared before Paulu and Wheatley got out their little memo on constitutional changes. I think the Paulu-Wheatley deal is proper from a constitutional point of view.

I have re-read it and a lot of other correspondence I have had on this subject and cannot find where this memo of mine would do anything but attempt to clarify the situation.

I trust you will accept it as a helpful gesture and not as an attempt to sway you one way or another regarding the Wheatley-Paulu proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Miles", is written over a horizontal line.

Jim Miles  
Executive Director

JSM:ll

NAEB HEADQUARTERS

October 13, 1952

TO: NAEB Board  
FROM: Jim Miles

Gentlemen:

In late August when we were readying the fall offerings on the tape network, there was considerable talk about MUSIC FOR THE CONNOISSEUR. All reactions we had received here at headquarters indicated that it was far and away the most successful program ever put on the network.

Mr. Randolph's position with WNYC is somewhat different from that of most of those who appear on our stations for the love of it. He does not have a full-time, basic university salary upon which to draw. Thus, any time devoted to the preparation and airing of this program must be taken away from some of his income producing efforts. Dave and Sy Siegel talked about this at some length and finally suggested that the network pay \$1.00 per program per station for the show. They then wrote me about it. I did not like the idea because of the extra bookkeeping involved and the precedent thereby set for shows on the network. I felt that Randolph was valuable to us and that we should in some way retain him. We had discussed many times employing network "consultants" and so it was my idea that Randolph be retained as a consultant.

Specifically, my deal was that I would propose and recommend to the board for consideration at the Minneapolis meeting that we pay Randolph \$1,000 for the fiscal year 1952-53, during which time he would prepare at least three MUSIC FOR THE CONNOISSEUR series of thirteen programs each. Second, he would be on the lookout for additional musical material in the New York area available for network use. Third, he would be available for specific consultation work from time to time, but if we called on him to do this, we would pay his traveling expenses.

Randolph agreed to this proposal and submitted immediately the first series of programs of MUSIC FOR THE CONNOISSEUR. It is currently on the tape network and has been accepted by fifty stations.

He has secured for us the rights to the Little Orchestra public dress rehearsal broadcast, and we will offer these programs in the spring.

He has agreed to come to the NAEB Convention at Minneapolis, and I have agreed to cover his expenses to that convention. Burton has him scheduled to appear Saturday morning, November 8, on one of the general sessions.

This is the entire story. I heartily recommend that you approve this proposal. There is sufficient money in the tape network budget to handle it, and I do not believe it will be setting a precedent which we do not care to follow. I would like to further recommend that this be made a matter for the agenda at the Minneapolis board meeting.

NAEB TAPE NETWORK

October 23, 1952

MEMO:  
TO : ALL NAEB NETWORK STATIONS  
FROM: NETWORK HDQ.  
  
RE : FUTURE PROGRAMS

52-37 Voices of Europe

The next NAEB-FAE produced series to be released is "Voices of Europe." Enclosed you will find promotion material and a list of programs as far as we know.

This series will be available for broadcast on your stations the week of November 16

Please indicate on the enclosed form whether you wish to receive this series. Please have these forms back at Hdq. by November 3.

52-38 People Under Communism

Remember to keep time available for "People Under Communism" another of the NAEB-FAE produced series. This series will contain 7 to 10 hour-long programs dealing with the subjugation of the people in the Iron Curtain countries.

This series has been thoroughly authenticated by the Russian Center at Harvard, Columbia University, and Stanford University. Among the distinguished Americans who appear on the series is Justice William O. Douglas.

This series will be available for broadcast on your stations the week of December 7. Formal offering will be made at a later date.

52-39 Ways of Mankind

"Ways of Mankind" will immediately follow "The Jeffersonian HeritageHeritage." This series consists of studies of man and his development as studied by leading anthropologists and sociologists.

We have 9 of these programs on hand at the present. We believe there are to be 13 programs in the entire series. We strongly urge that you reserve the time now occupied by "The Jeffersonian Heritage" for this next outstanding NAEB-FAE series.



October 23, 1952

Future Operation

Network Hdq. would like to take a breather during the Christmas season; and since many of the stations are off the air, we think the following would be an acceptable plan.

Package #9 expires the week of December 7. Ordinarily Package #10, the Winter package, would start the following week of December 14. Since this is a busy time for all concerned and since some of the stations also take a vacation, Network Hdq. would like to start Pck. #10 the week of January 4.

We would appreciate any comments or opinions you might have on the matter. Please fill out the enclosed form and tell us if you approve the plan or if you wish to receive tapes during the Christmas season. We will be governed by majority rule on this point, so please get the forms in as soon as possible.

IMPORTANT

There will be no interruption in the service of the following series.

Music for the Connoisseur  
Voices of Europe  
Treasure Island  
Ways of Mankind  
People Under Communism

NAEB TAPE NETWORK

ACCEPTANCE FORM

ACCEPTANCE FORM

SERIES 52-37

VOICES OF EUROPE

STATION \_\_\_\_\_ ACCEPTS THE NAEB-FAE PRODUCED SERIES

VOICES OF EUROPE

WITH THE UNDERSTANDING THAT THE SERIES IS TO BE BROADCAST  
BEGINNING THE WEEK OF NOVEMBER 16.

THIS FORM IS TO BE RETURNED BY NOVEMBER 3

\_\_\_\_\_  
NAME

\_\_\_\_\_  
POSITION

\_\_\_\_\_  
DATE

\*\*\*\*\*

NAEB TAPE NETWORK

QUESTIONNAIRE

QUESTIONNAIRE

CHRISTMAS VACATION FOR NETWORK

STATION \_\_\_\_\_

A. Approves of a vacation for the network \_\_\_\_\_  
(With the exception of the 5 series listed  
on Page 2 of the memo. These programs  
will be mailed to you during the vacation.)

B. Wishes to commence Pck. #10 immediately after the  
conclusion of Pck. #9 (on Dec. 14) \_\_\_\_\_

\_\_\_\_\_  
Name

\_\_\_\_\_  
Position

NAEB TAPE NETWORK

PROMOTION

PROMOTION

SERIES 52-37

Title: VOICES OF EUROPE

Type: Interview

Time: 30:00

No.: 12 programs on hand, up to 50 more

Origin: NAEB-FAE

Audience: General

"Voices of Europe" is a series of tape recorded interviews with Europeans who are "alive and sensitive to the tragedy and dilemma of the conditions that surround them."

Among the interviewees is Dr. Martin Niemöller, probably Germany's most famous clergyman. Pastor Niemöller is the president of the Evangelical Church of the German States of Hesse and Nassau.

These interviews were conducted this summer by Milton Mayer of the University of Chicago who was serving as Visiting Professor of Social Research at the University of Frankfurt this past year. Mr. Mayer is a well known author, lecturer, and broadcaster.

# NAEB TAPE NETWORK

## PROGRAM LIST

## PROGRAM LIST

### SERIES 52-37

Title: VOICES OF EUROPE

Type: Interview

Time: 30:00

No.: 12 programs on hand, up to 50 more

Origin: NAEB-FAE

Audience: General

- #1. Paster Herman Stauber and Horst Stauber, his son  
"Life in Germany during World War II and Life Today"
- #2. Sir Herbert Broadley, Deputy Director General of Food and  
Agricultural Organization of the United Nations  
Dr. P.F. Noach, Chief Deputy of Isreal to the World Health  
Organization  
"What is the work Done by the Food and Agricultural  
Organization and by the World Health Organization?"
- #3. Paolo Sylos-Labini, of the Economic Dept. University of Rome  
Vinniero Marsan, of economic research dept. of Italian government  
"The Economic Situation in Italy."
- #4. Dr. G. J. Goedhart, UN High Commissioner for Refugees  
"The 'Left-over' People--The Refugee Problem"
- #5. Dr. Martin Niemoeller, Pres. of Evangelical Church of the  
German States of Hessau and Nassau.  
"What Niemoeller has Learned in Life and How He has  
Changed."
- #6. Kingsley Martin, Editor, The New Statesman and Nation, London  
"What Kind of Press Does the Public Want?"
- #7. Carlo Levi, Author, Christ Stopped at Eboli, The Watch  
"What is Rome and Italy Like 10 Years After the War?"  
Dr. Ricard Bauer, Schoolteacher, and anti Fascist leader  
"How Does Italy Look after 17 Years of Political  
Imprisonment?"
- #8. Carl F. Weizsacker, Theoretical Physicist at the Max Planck  
Institute for Physics in Germany  
"Is Europe Still Supreme in Science?"  
Pastor Wilhelm Mensching, of the Evangelical Church (State  
Church of Germany) and author, Founder of Friendship House  
in Patzen, Germany  
"What Say You of Our Time?"



- #9. John Strachey, M.P., author, The Coming Struggle for Power  
Paolo Vittorelli, Journalist  
"Communism and Counter-communism in Europe and America"
- #10. Signora Elsa Adami, formerly in the Italian Underground  
"What, in this Changing World, has Happened to the Rich?"  
Nina Oulascutch, Belgian citizen  
"What is Hitch-hiking like in Europe?"
- #11 Prof. and Frau Carl Hermann, of the Physics Dept. of  
Marburg University, Marburg, Germany  
"Why Did You Stay in Germany During World War II?"
- #12 Max Habicht, Dr. of Laws from the University of Zurich and Harvard  
"What is Switzerland and What Does it Represent?"

COPY

November 14, 1952

Miss Martha C. Howard, Secretary  
Fund for Adult Education  
914 East Green Street  
Pasadena 1, California

NOV 14 1952  
UNIVERSITY OF ILLINOIS

Dear Miss Howard:

I have your two letters of November 6th and today I received the check for \$135,000. to which you referred in your letters. I do not expect there will be any publicity given to this generous grant but I have written Mr. Probst today stressing the point that, should there be any, he must send a copy to you before it is released.

As you know, the Fund for Adult Education has already received an accounting of my books for the year ending May 31, 1952, prepared by certified public accountants. I am wondering if you wish the final \$100,000. of the original \$300,000. grant officially audited or if you will accept the more informal type of report which Miss Perkins sends to Mr. Probst every month. I am enclosing our November 1st statement, on the last page of which you will see that of the original \$300,000. the sum of \$291,703.35 has been disbursed.

I understand from your letter that you will also want an accounting of the second grant of \$150,000. before your meeting in May, and, unless I hear from you to the contrary, I shall send you a statement similar to the one enclosed. If, however, you will require more formal reports, I shall, of course, be happy to make arrangements to secure the immediate services of an auditor.

With best wishes, I remain

Yours very sincerely,

/s/ Ralph Lowell  
Trustee of the Lowell Institute

TO MEMBERS OF NAEB BOARD AND ADULT EDUCATION COMMITTEE:

I plan to write a press release.

George Probst

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

The logo for the National Association of Educational Broadcasters (NAEB) is located in the top left corner. It consists of the letters "NAEB" in a bold, sans-serif font, with the "N" and "A" in white and the "E" and "B" in black. The letters are set against a dark, textured background that resembles a map of the United States.

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

November 14, 1952  
Airmail-Special Delivery

Mr. Graydon AUSMUS  
Station WUQA  
University of Alabama  
University, Alabama

Dear Graydon:

I will try to answer the specific points in your letter of November 12.

First, operational details of headquarters have in the main been left to me. If I felt I needed support or advice, I went to Sy. This was a fairly rare occurrence. I imagine I will not need to bother you very often at this level. Things which need policy determination can normally wait until Board or Executive Committee meetings. All of this does not mean that I won't be calling on you from time to time and asking your advice, but I think it does mean that you need not worry about this end of things. Your job is so involved that I imagine you are going to have to assure yourself that good operation is existing in certain areas and then depend on it to go by itself.

In the past, funds have been provided for the president's secretary, telephone calls, etc., directly between Sy and Frank. Sy merely made up a slip of paper indicating what the bill was and where it was to be charged, approved and signed it, and sent it to Frank for direct payment. I believe the contingency fund was handled in the same way. However, I will let Frank answer more specifically on this.

The minutes of the Board are fairly well along toward completion. I should have them in your hands within a week. As I briefly review them, the only immediate thing which needs to be done is to order a committee to select Fulbright grantees. You do, of course, need to select the other committees. In this regard, there is nothing sacred about the committee alignment which Sy has used for the last year or so. In other words, you may have as many committees as you like and call them whatever you like, too.

We are gradually assembling material for the News-Letter, and I believe we will follow a procedure of trying to get it out the first of the month. I am tentatively hitting toward a November 24 deadline for the December issue. I may make some changes in the News-Letter format, but it will cover essentially the same things it has in the past. I never believe in having columns or pages just to say we have them. I would be happy to have a "President's Page" or a "Message

Mr. Graydon Ausmus

- 2 -

November 14, 1952

from the President" at any time and in any issue. At this moment, I think such copy should be in my hands around the 20th of the month.

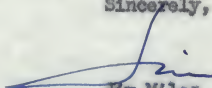
You have undoubtedly by this time received word of the FAE meeting in Chicago. Would there be any possibility of combining this meeting with the one you suggested here on November 24 and 25? As I understand it, the FAE meeting is to be on the afternoon of December 4. I am sure we can find space for you and Paulu here the nights of December 2 and 3 or the nights of December 5 and 6 if you can stay over those days. I think we might get about as much done at that time, and it would save considerable travel. I haven't tried to get any rooms yet but will do so as soon as I hear from you again.

Your suggested handling of the resolutions is perfectly okeh with me. You do whichever of these you think right and then send the rest to me with the proper instructions.

The new stationery is not off the press yet, but we expect it about the first of December. I'll send you some at the earliest possible moment.

I am sure this is going to be a great year for NAEB. I know that you will give it your very best and that will be more than good enough to keep us going down the straight and narrow path.

Sincerely,



Jim Miles  
Executive Director

JSM:ll

cc: Burton Paulu

Frank Schooley ✓



NAEB HEADQUARTERS

November 19, 1952

TO: NAEB Board of Directors  
FROM: Jim Miles, Executive Director

Gentlemen:

Attached please find the minutes of the Minneapolis meetings. They are quite voluminous although not very detailed. I believe they are accurate insofar as formal action is concerned. In most instances, I have made no attempt to get the gist of the discussion.

I have only included ~~five~~<sup>six</sup> exhibits with these minutes. (Exhibit III has not yet been received from Dick Hull.) All other material referred to will be found in the book you were given at Minneapolis or in the materials handed out there. If for some reason you do not find a particular document, we would be most happy to try to supply you with a copy of that document.

I am, of course, sending as nearly complete a book as I can to Earl Wynn, the new member of the board. If for any reason others of you have lost or mislaid your copies, this is one time that we have a few extras. If you need one, please let us know at once, for we plan to disassemble the extra books we have in the very near future.

We have checked the listing in Television Digest of the educational FM stations licensed by the FCC. We have prepared the attached list of such licensees who are not now members of NAEB. Such information should be of interest to you as you have occasion to visit other institutions and should, I suppose, form the basis for some concerted action on the part of the new chairman of the membership committee.

FUND FOR ADULT EDUCATION

914 EAST GREEN STREET  
PASADENA 1, CALIFORNIA

November 19, 1952

Mr. Frank Schooley, Treasurer  
National Association of Educational Broadcasters  
WILL, University of Illinois  
Urbana, Illinois

Dear Mr. Schooley:

First of all, let me offer you sincere congratulations on your re-election to the office of treasurer of the NAEB. As I am sure you fully appreciate, you continue this role at a time when a great many things of lasting importance are taking shape and therefore your election is all the more a personal tribute.

With the lines of relationship between the NAEB and the Fund as numerous and as extensive as they are, Mr. Fletcher, Bob Hudson and I feel that it would be highly desirable for us to meet jointly with the new officers and the Adult Education Committee of the NAEB for a thorough review of all plans of mutual interest. Accordingly, we are extending invitations to the newly elected officers and the five members of the Committee to meet with us at the Blackstone Hotel in Chicago at 2:00 in the afternoon of Thursday, December 4. We will act as hosts for this meeting and will be happy to cover the travel and living expenses of all participants. It will probably be best, however, if you handle your own hotel reservation direct.

We feel that considerable importance attaches to this meeting and are most hopeful that all those mentioned above can be present. We will appreciate your confirming your own plans for the meeting by collect wire. If we are unable to advise you in advance as to the exact room at the Blackstone which will be used for the conference, this information will be available at the desk. The room will be in Mr. Fletcher's name.

FUND FOR ADULT EDUCATION

Mr. Frank Schooley

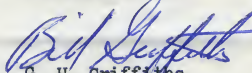
-2-

November 19, 1952

Enclosed is a suggested Agenda for the meeting. It is being sent to you in advance so that you may have an opportunity to add any items you wish. We would appreciate receiving any suggestions you may have not later than November 28 so that we can include them for discussion.

Again, please accept our very best wishes as you enter upon another term as treasurer of the NAEB.

Sincerely yours,

  
G. H. Griffiths  
Director, Mass Media

Enclosure

Collect wire 11/21/52 - 10:15 a.m.

I shall be happy to attend meeting at Blackstone on Dec. 4.

Frank E. Schooley

November 24, 1952

TO: Officers, and Members of the Board  
FROM: Graydon Ausmus  
SUBJECT: Chicago Meeting and Committee Assignments

This is to urge that all members of the Adult Education Committee and the four members of the Executive Committee make every effort to be present at the Chicago meeting with the Fund for Adult Education group which will be called at 2:00 p.m. in Mr. Fletcher's room at the Blackstone Hotel. According to my information, this conference should last approximately two hours.\*

Immediately after this meeting, please meet in my room at the Blackstone for the remainder of the afternoon and evening and the morning of December 5:

1. for a follow-up discussion on the FAE-NAEB meeting.
2. to take care of some routine NAEB housekeeping chores and
3. to develop the outline on NAEB's future which I mailed to you last week.

If all who are in attendance at the FAE-NAEB meeting will remain, we will have an effective working group and a quorum of the NAEB Board so that an urgently needed job can be done. John Dunn will not be with us, but Merritt Ludwig has accepted our invitation to serve as reporter-summarizer.

If you have not already done so, please send me your reaction to the outline I submitted right away.

PLEASE NOTE: No final appointments of NAEB committees will be made until after this meeting. In the meantime, I shall be most grateful if all committees in operation during the past year will continue to function as needed until notified of any change.

\* The FAE is carrying the expense of this meeting, but we will make our own reservations, I understand.



BOARD of EDUCATION  
OF THE CITY OF ATLANTA  
ATLANTA 3, GEORGIA

ADMINISTRATIVE OFFICES  
CITY HALL

ILL & WILSON  
UNIVERSITY OF ILLINOIS

November 25, 1952

Mr. Frank E. Schooley  
Treasurer NAEB  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Frank:

Many thanks for your kind words. I shall miss being at Board Meetings which among other things of importance afforded me the opportunity of seeing a grand bunch of fellows periodically. I shall miss, in a somewhat different way, the ongoing of the Schooley-Abbott "feud".

My best wishes to you personally.

Cordially,



Alvin M. Gaines  
Supervisor Radio Education

AMG:nb



Nov. 28, 1952

Copies, Miles, Schooley, Miller

UNIVERSITY OF CALIFORNIA

Dear Dallas,

Holiday operations without a secretary! Apologies for what's to come.

Thanks for bringing me up to date on the plans for the survey in New York and congratulations on a good job. This looks like the most significant study of the three and we'll be expecting as much. You have the approval of two members of your committee and I'm sure the third will be forthcoming. Fire when ready. And, luck to you.

Burton has written that he cannot be with us in Urbana for the NUAA-NAEB Committee meeting but Morton and I will be in on the afternoon of December 2 about 3:00 p.m. I'm flying in on Ozark lines at 2:30 and Morton is flying in in his own plane later, according to present plans. Could we set up a meeting immediately after dinner, say 7:30, of the 2nd.? If so, we should be able to wipe the deal out and not have to meet the next morning. I need to spend some time with Jim and others Wednesday morning and hope we can complete our job in the one night.

If Jim and Frank are not tied up on the evening of the 2nd. if they might consider joining us for additional reactions. This is their invitation to do so if possible.

I look forward to seeing you Tuesday evening. The best of luck on the study.

Sincerely,

Graydon

# NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

## VICE-PRESIDENT

GRAYDON AUSMUS  
WUOA, University of Alabama  
University, Alabama

## TREASURER

FRANK SCHOOLEY  
WILL, U. of Illinois  
Urbana, Ill.

## EXECUTIVE DIRECTOR

JAMES MILES  
GREGORY HALL, U. of Illinois  
Urbana, Ill.

## GENERAL COUNSEL

MARCUS COHN  
Caltrix Building  
Washington, D. C.

## REGIONAL DIRECTORS

★

### Region I

PARKER WHEATLEY  
WGBH, Lowell Institute  
Broadcasting Council  
Boston, Mass.

Maine, New York, Connecticut, New  
Hampshire, Massachusetts, Vermont,  
Rhode Island, Pennsylvania, New  
Jersey, Delaware and Maryland.

### Region II

ALVIN GAINES  
WABE, Board of Education  
Atlanta, Ga.  
Virginia, West Virginia, Alabama,  
Kentucky, Tennessee, North and  
South Carolina, Georgia, Florida  
and Mississippi.

### Region III

WALDO ABBOTT  
WUOM, U. of Michigan  
Ann Arbor, Mich.  
Ohio, Michigan, Indiana, Illinois  
and Wisconsin.

### Region IV

RICHARD B. HULL  
WOI, Iowa State College  
Ames, Iowa  
Iowa, Minnesota, North and South  
Dakota, Nebraska and Wyoming.

### Region V

JOHN DUNN  
WNAD, U. of Oklahoma  
Norman, Okla.  
Missouri, Kansas, Colorado, New  
Mexico, Oklahoma, Arkansas, Texas  
and Louisiana.

### Region VI

ALLEN MILLER  
KWSC, State College of  
Washington  
Pullman, Washington  
Montana, Washington, California,  
Idaho, Oregon, Nevada, Arizona,  
Utah and Territory of Hawaii.

## DIRECTOR OF STUDIES

DALLAS W. SMYTHE  
Illinois University Communica-  
tions Research Institute.  
Urbana, Illinois

## SECRETARY AND

## PUBLICATIONS EDITOR

BURTON PAULU  
KUOM, U. of Minnesota  
Minneapolis, Minnesota

## PRESIDENT

SEYMOUR N. SIEGEL  
WNYG, Municipal Broadcasting System  
2500 Municipal Building  
New York 7, N. Y.

December 2, 1952

Mr. James Miles  
119 Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Jim:

In glancing through the minutes of the meetings in Minneapolis I find on page 12 a motion by me reported to the effect that I proposed that Mr. Probst work closely with Mr. Siegel and the new President of NAEB. It was clearly the intent of my motion to establish a committee of three on International Negotiations. You will recall that there was a fairly vigorous exchange between Sy and George on the division of the field of activities. By establishing a committee of three I was putting the determination of possible conflict in front of the new President so that he could listen to the discussions pro and con and decide on the merits of each such case.

The likelihood is that in the actual operations Sy and George will have few such conflicts. I think the distinction is sufficiently clear, however, by the mere motion and that which is reported to require a modification of the minutes, if the other members of the board concur in my memory of what occurred.

Cordially yours,

Allen Miller, Director  
Region VI

AM:gb  
cc: Members of the Board  
George Probst





NAEB HEADQUARTERS

December 10, 1952

TO: INSTITUTIONS ON THE PROPOSED NIZAMI ITINERARY  
FROM: Jim Miles

Gentlemen:

In cooperation with UNESCO, we are arranging a schedule of visits for Mr. Mahmoud Nizami, who is station director of Radio Pakistan in Rawalpindi. Inasmuch as his travel funds are limited and inasmuch as he must start and return to New York, we have arranged somewhat of a big circle for him. It is obviously impossible with only \$200 in travel funds for him to cover the entire United States.

Mr. Nizami started with All India Radio as a program assistant in 1940. In 1943, he was made director of programs, and in 1945, assistant station director. When India was divided, he went with Radio Pakistan, still as assistant station director, and then in 1948 was made station director. He graduated from the Punjab University with a Bachelor of Arts degree in 1945. He has taken some work toward his Masters degree but has never received it. In his own estimation, he has a good knowledge of the English language. His knowledge of American radio is evidently, from his prospectus, not too detailed.

As I understand it, he has been in London with the BBC since November 1. He comes to New York January 1 to spend a month with the Radio Division of the United Nations. When he completes the attached schedule of NAEB visits, he will go to Canada for a month.

I mentioned above that he has only a \$200 allotment for travel. He has in addition to this a \$300 "maintenance and travel status." I am not sure of the meaning of these words, but I believe Mr. Nizami can live perfectly well but rather moderately. In other words, if you can arrange for some low-cost housing and a reasonable place for him to eat while he is under your care, I am sure he will appreciate it.

I do not have any pictures of the man and know really very little about him, although I am well aware of how carefully UNESCO screens these applications. Evidently both his father and grandfather were attorneys. His father is currently the Assistant Advocate General of Punjab Province. Mr. Nizami is married and has a two-year-old girl. He is forty-one years of age.

Will you please react immediately to the dates I have proposed Mr. Nizami be on your campus? I need to confirm this whole schedule within the next ten days.

# MAIMOUD NIZAMI SCHEDULE

Feb. 1	Lv.	New York City		
Feb. 2 - 3	(via NYCRR)	Syracuse, N.Y.	WAER	Ken Bartlett
Feb. 4 - 5	(via NYCRR)	Cleveland, Ohio	WBOE	Jay Stillinger
Feb. 6	(via NYCRR)	Toledo, Ohio	WTDS	Harry Lamb
Feb. 9	(via NYCRR)	Detroit, Mich.	WDTT	Kay Lardie
Feb. 10		" "	WDET	Paul Rickard
Feb. 11 - 13	(via Wabash RR)	Lafayette, Ind.	WBAA	John Henderson
Feb. 16 - 20	(via Wabash RR)	Urbana, Ill.	WILL MAEB	Frank Schooley Jim Miles
Feb. 23 - 24	(via ICRR)	Chicago, Ill.	WBEZ	George Jennings
Feb. 25 - 27	(via Milwaukee RR)	Madison, Wis.	WHA	H. B. McCarty
Mar. 2 - 6	(via Milw. RR to Chi. & CNWRR)	Ames, Iowa	WOI	R. B. Hull
Mar. 9 - 10	(via Bus to Des Moines. Then Rock Island RR)	Iowa City, Ia	WSUI	Carl Menzer
March 11 - 12	(via Rock Island to West Liberty, Ia, & Rock Island RR)	St. Louis, Mo.	KSLH	Marguerite Fleming
March 13	(via L & N)	Louisville, Ky.	WFPL	H. E. Salley
March 16 - 17	(via L & N to Cinti. Then bus)	Oxford Ohio	WMUB	Harry Williams
Mar. 18 - 20	(Via bus & NYCRR)	Columbus, Ohio	WOSU	Keith Tyler
Mar. 23 - 24	(via Pennsylv. RR)	Pittsburg, Pa.	WDUQ	Kendall Crane
Mar. 25 - 27	(via Pennsylv. RR)	Philadelphia, Pa. Public Schools		Martha Gable

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

December 18, 1952

Mr. Graydon Ausmus  
Station WUGA  
University of Alabama  
University, Alabama

Dear Graydon:

I can see no objection to Carl Haverlin's suggestion. As you know, we must have some method of distributing information on the many things NAEB has to sell. We are considering making up an attractive one-fold folder, complete with order blank for the television monitoring studies, the bibliography, and the three FAE shows. If Haverlin should want to distribute this, it should be available to him some time in January, 1953.

If agreeable with you and Wheatley, I will contact Haverlin directly to work out details of distribution.

Sincerely,



Jim Miles  
Executive Director

JEM:ll

cc: George Probst  
Seymour Siegel  
Farker Wheatley  
Frank Schooley ✓

NAEB HEADQUARTERS

December 19, 1952

FROM: Jim Miles

Gentlemen:

Ausmus has asked me to give serious thought and plenty of effort to organizing a proposal for all-out television training which might be presented to a foundation for immediate action. He has reason to believe support for such a proposal would be rather readily forthcoming.

There are undoubtedly three areas of training which eventually need to be done. I list these (not necessarily in order of importance) as:

- (1) Engineering
- (2) Management
- (3) Programming and Production

In weighing the importance of these, it seems to me the following is true.

(1) Engineering. RCA and other labs are running short courses for television engineers. Ralph Townsley of WBAA and Bob Johnston of WILL attended one of these last September and report them to be very fine. I believe they are answering the need at this time.

(2) Management. In this area, a meeting is undoubtedly needed of 20 to 25 people some time within the next year. These would be people who are managing television stations and who will manage them. Undoubtedly this would be a one-time affair.



(3) Programming and Production. In this area we are going to need a rather vast number of people efficient in working with the techniques and tools of television. I have set my figure at perhaps 400 such trainees within the next 18 months.

Three immediate questions arise:

- (1) Finances to carry on such training.
- (2) Teachers to train these people.
- (3) Facilities to take care of this huge number.

The finance plans evidently can be fairly well assured by foundation support. I will have more to say about actual costs a little later. It is sufficient at this moment to say that I am thinking in terms of a \$100,000 operation for the pilot workshop and 6 to 10 summer workshops.

In the second area, teachers, one man comes to mind most readily due to our very pleasant relationship at the WOI-TV Workshop this summer. He is, of course, Rudy Bretz. For those who do not know him, I assure you this view is held by Hull, Paulu, Ausmus and many others. I talked to Rudy on December 19 and find that while he has commitments to CCM starting February 1, he is perfectly agreeable to getting relieved from such commitments and heading up at least the first workshop.

It would seem to me that Rudy would need two TV proficient persons to help him. One such has been suggested by Mac McCarty. His

name is Al Beaumont, who after having plenty of experience at WHA went to WTMJ-TV, Milwaukee, and was their top producer for five years. He is now with NBC, Chicago, but Mac has recently been advised that he is discouraged and feels that he must get back into educational TV.

Rudy has promised to think about other second and third men and perhaps you will have suggestions, too. A fourth person, perhaps a woman, to act as secretary and general arranger, would seem to complete the workshop crew as far as full-time personnel is concerned.

The third area of facilities is perhaps the knottiest. For my thinking, I have arranged a series of five types of places which might be considered. These are more or less on a priority basis. They are:

(A) WOL-TV, for obvious reasons.

(B) Syracuse University and Michigan State and perhaps others which already have existing closed circuit operations.

(C) Minneapolis, Wisconsin, or Illinois — and again, there may be others, which are now installing closed circuit operations.

(D) A university, like Purdue, which has only space and which would have to rent all equipment needed.

(E) Outright rental of both space and equipment in a center like Chicago or New York.

At this point, I would like to bring in one other idea which seems to me good -- that is, that such training as I have proposed cannot be done in any one location. It is going to have to be on a country-wide basis. In line with this, it would seem wise to more or less correlate these places of training so far as the curriculum is concerned. In order to do this, it might be wise to hold the first workshop starting about March 1, 1953. If, as proposed, a six-weeks course is to be desired, this would mean that our first workshop would be completed around April 15 and would give the workshop crew ample time to consult with five to ten other places regarding the holding of summer workshops to start perhaps July 1, 1953. If this plan will work, we should have 300 to 400 people through the workshop experience by September 1, 1953.

Now to go back to the facilities angle:

(A) I have talked to Dick Hull, and WOI would be interested in carrying on a summer workshop -- in fact, feels it must do something of this nature during the summer of 1953. Present on-the-air commitments make it virtually impossible to handle the pilot workshop starting in March.

Under (B), I have not contacted either Syracuse or Michigan State. However, I imagine that these places with well established programs already are using their facilities nearly to capacity.

Under (C), I have talked to Rider at Illinois, McCarty at Wisconsin, and Pauln at Minnesota. All are intrigued with the idea of

holding the workshop if their facilities are far enough along to do so by March. This group would not suffer as Group B does from a full schedule of commitments.

Under (D), I can speak only for Purdue, which I believe could and would bend every effort to make facilities in the way of space available. I have just talked to Hungerford of GPL, who, by the way, is leaving GPL and joining JCEC effective January 4. Hungerford tells me that it is possible to lease such equipment. He believes that this can be done for the two-month period at a cost of \$15,000. This would include two cameras and all allied equipment, and a kine recorder with installation, and a kine recorder operator for the entire two-month period. He gave these rough estimates on the spur of the moment but is willing to stand behind them. He says that if GPL will not furnish such equipment, he is confident he could get it from another source.

(E) I have no information regarding such commercial facilities. I believe the operation should be campus based if at all possible. Hence, (E) should certainly be a last, last resort.

Several other things to consider are:

(1) Living conditions at the various institutions. We need a place which could readily take care of 40 or more people for a six-weeks period starting in March.

(2) Brentz thinks that on-the-air experience for the workshop would be valuable, which would mean that the workshop should be



located in some place which could have ready access to a television station in operation.

(3) The \$100,000 budget mentioned is predicated on the hope that interested colleges and universities will send people to the workshop while continuing to pay their salaries plus subsistence and travel. It would materially change the figure if the proposition had to include travel and subsistence allowances, but perhaps this is necessary to get adequate representation.

(4) The knotty problem that Dick Hull and I faced on the Iowa State Workshop this summer -- namely, who shall be invited and who shall make this selection.

(5) What of our relationships with JCET, ACE, the Citizens Committee, and the new Center?

(6) Wherever the workshop is held, it should perhaps also be an experience in working with university faculty and staff. This is perhaps the most realistic element of the whole affair.

I am sending you three copies of this proposal. The margins have been left purposely quite wide for your comments. Will you please react as rapidly as possible? I am sending this airmail special so that you will have it Monday morning, December 22, and I would appreciate having your reactions by Wednesday, December 24.

FUND FOR ADULT EDUCATION

914 EAST GREEN STREET  
PASADENA 1, CALIFORNIA

December 19, 1952

Mr. Frank E. Schooley  
Treasurer  
National Association of  
Educational Broadcasters  
119 Gregory Hall  
Urbana, Illinois

Dear Frank:

My absence from the office for several days has delayed this reply to your letter of December 11.

You raise the question as to whether the expense statement presents any points of awkwardness. Technically, I suppose, Thorton and Hunt were guests of the NAEB rather than the Fund. However, since the expenditures for them have been lumped in the totals, I think the only practical thing to do is for us to underwrite this item, as well as the expenses of the invited representatives of NAEB. In short, I shall simply put the statement through as is, for payment and the check should be on its way shortly.

We too, felt that the Chicago meeting had been helpful all around and I am sure that within the vast dimensions of the total job to be done, it will be possible to sharpen up progressively the appropriate divisions of labor as among the various organizations and agencies concerned.

My very best.

Sincerely yours,

  
G. H. Griffiths

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

December 24, 1952

Mr. Norbert J. Hraby - Loyola University  
Mr. George Jennings - Station WBEZ  
Mr. George Probst - University of Chicago  
Mr. Frank Schooley - Station WILL ✓

Gentlemen:

Attached is a letter from Sy Siegel regarding the birthday anniversary of Carl Sandburg in Chicago on January 6. Would any or all of you have facilities to record this program for your own use and then offer it to the tape network for possible distribution?

Sincerely,



Jim Miles  
Executive Director

JSM:ll

cc: Seymour Siegel

*Jan 6 5 TUES*

C O P Y

W  
N  
Y  
C

The City of New York Municipal Broadcasting System  
Municipal Building  
New York 7, New York

December 17, 1952

Mr. James Miles  
Gregory Hall  
University of Illinois  
Urbana, Illinois

Dear Jim:

Carl Haverlin, President of Broadcast Music, Inc. has called to my attention a special event which is taking place at the Blackstone Hotel on January 6th, some time in the evening. It is the 75th Birthday Anniversary of Carl Sandburg. Haverlin tells me that Robert Sherwood, Allen Nevins, and a great many others will be using the occasion to pay tribute not only to Sandburg but also to Abraham Lincoln. If there is any way in which you can get the show taped either through George Jennings or through WILL's facilities, it would seem that this would be an outstanding opportunity for NAEB to originate a top show.

The man in charge of the arrangements is Ralph Newman, who runs an Abraham Lincoln bookshop at 18 East Chestnut Street, Chicago. His telephone number is WHitehall 4-3085. I would appreciate your keeping me informed of progress.

With all best wishes,

Cordially yours,

Seymour H. Siegel  
Director

sns-lg  
cc: Mr. Graydon Ausmus



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS



NAEB

OFFICE OF EXECUTIVE DIRECTOR

UNIVERSITY OF ILLINOIS  
119 GREGORY HALL  
URBANA, ILLINOIS

December 24, 1952  
AIRMAIL

Mr. Harry J. Skornia, Radio Officer  
American Embassy  
APO 777, c/o Postmaster  
New York, New York

Dear Harry:

Confirming our telephone conversation of last week, we would be most happy to have you here as the director of this project starting whenever you can after May 1 and definitely by June 1. I will just try to go down and give some random answers to questions I might ask if I were in your position.

(1) Relationships with the Kellogg people have been excellent. Earlier there were some feelings that with the FAE grants being so much larger that they would overshadow the Kellogg contribution. However, we have managed to convince the Kellogg people that their grant was actually the key grant and that without it there could have been but little use made of the Ford money.

(2) The grant was for five years. It calls for \$245,000 over the five years, this being fairly equally divided between the so-called project and the tape network. Tape network contributions in the form of service assessment fees from members were to take on an ever-increasing proportion of the cost of maintaining the network. At Biloxi in November of 1951, the members voted to more than make up the necessary one-quarter for the fiscal year 1952-53. In addition, they voted to make a backlog by assessing themselves for one-half this first year's fee from January 1 to July 1, 1952. At the Minneapolis meeting just past, they voted the 1953-54 service assessment fees, which are exactly double the 1952-53 fees. I have talked to many members, both big and small, and the service assessment fees do not worry them. I believe we can maintain the network at at least sixty and perhaps seventy members even after we are carrying the entire burden.

The other portion of the budget is \$34,000 per year for the entire five-year period. This is intended to finance the central office and some meetings, seminars, research, printing, etc. In the past, this has been used to hold the Allerton seminar for school stations, to hold the regional meeting at Norman, Oklahoma, to help hold the Iowa State College TV Workshop this past summer, and to finance innumerable meetings of the Board and the Executive Committee. I believe use for this latter purpose will be greatly reduced in future years — in fact, we have only paid for one Executive Committee meeting out of Kellogg funds since last May.

December 24, 1952

(3) On the personal side, the salary is, of course, \$10,000 a year. The university does have retirement, health and accident, and life insurance, all of which you are eligible to participate in. I am not familiar with these inasmuch as I have kept all of my insurance active at Purdue and hence have not participated here. The housing situation may present some problems although I am hopeful that Will Schramm will assign the house which I now have to someone who can occupy it only until, say, September 1, 1953. This would, then, at least give you a place to hang your hat for a few months until you made the personal decisions regarding your house in Bloomington, etc. People here complain about the high prices of houses, but I believe they are considerably more reasonable than those in Lafayette, Indiana, at least. There are plenty of houses for sale, and I think with a little work you could more than likely find a home comparable to the one you have in Bloomington for around the same price. Otherwise, living here is, I imagine, very much like living in Bloomington. The two communities of Champaign and Urbana together with the university have a combined population of 75,000 or more. The University of Illinois is quite a music and drama center. The people you will be working with are all top-drawer so that I believe socially and economically you will find Champaign-Urbana a very pleasant place to live.

(4) The big battle this past year has been to set up the working relationships. There have been the Kellogg — FAE differences; there have been the personal differences of the Board; there has been the misunderstanding as to the function of this office and the uses to which funds from Kellogg might be put; there have been some long, hard discussions which have left a great many of us emotionally disturbed at times. As I look upon this now, I think it was all a growing-up process. I believe these days are past. Certainly it has been possible to get a great deal of basic work done in the past several months that just could not be accomplished during the early days of my tenure here. I think the problem can be summed up by saying that we have had too much money too fast, and that we have been working with a board comprised of members who had never been on this type of board before but who were administrators. I, of course, had never worked this closely with a board before, all of which made for the difficulties previously mentioned.

This, of course, was not helped any by the presence of Siegel as president of NAEB. Sy is a good personal friend, but his driving techniques and his New Yorkerish attitude have added salt to many a wound. I think, first, that Sy has modified his views somewhat; and, second, that Ausmus as the new president will be totally sympathetic with whatever is done from this office. He is, of course, of an entirely different temperament and will do things in an entirely different manner. On the long pull, I believe we are working toward the time when the Executive Director will run the association, and the president will do the honors.

(5) As far as the future is concerned, this is highly involved. I am sure you can appreciate this by merely looking at the components which go to make up educational broadcasting today. NAEB does sit in a central position, but it is constantly prodded by some of the projects which it has had a strong hand in making. There is some discussion completely under the table that JCET will remain as a permanent organization and do for educational television what NAEB has done for educational radio. All NAEB Board members are aware of this problem, and certain steps are being taken to correct this situation. I believe firmly that JCET will have lived its useful life in the next two or three years and will pass out of existence. Perhaps NAEB will at that time want to maintain some sort of Washington office. The Washington deal, is again a personal observation.



Mr. Harry Skornia

<sup>3</sup>  
- 2 -

December 24, 1952

There is considerable discussion regarding the relationship of NAEB and the new radio-television programs center. NAEB does have a member on the board of this center and has a strong advisory committee to the center. In addition, three of the first five members of the board named were presidents of NAEB institutions. This is why I see the new center pulling strongly with NAEB in the future.

Many other projects are also rather closely tied to us — the WOI-TV workings, the new Citizens Committee for Educational Television, and so on. In other words, the activities are extremely numerous, but in each case NAEB is strongly represented and sits in the key position. I believe there is enough love for the association on the part of all our members to allow us to continue in this spot if we put forth any effort at all.

If I were going to sum up this whole thing, I would do it with two statements made by good NAEB'ers. The first of these was made by George Probst after we got our first FAE show on the air. He tried diligently to convey his opinions more eloquently later, but nothing quite sums up the last year like his three little words: "We made it." The second statement which seems important to me was one made by Dick Hull in a meeting in Chicago, December 5, 1952. It was made after the new center was assured, and it looked like NAEB participation was going to be the guiding force. I don't remember his exact words, but the thought was that now was not the time for NAEB to rest on its oars, that there was still much work to be done, that the next few months would be critical ones in the life of the association, and that everyone must pull his own part of the load.

Needless to say, everyone to whom I have talked about our phone conversation was sure that you would pull your part of that load. All have strong confidence in you and know that your basic ability to get along with people and to carefully administer a proposition such as this will mean continued success for NAEB in particular and educational broadcasting in general.

Enclosed are some materials I think you will find helpful. Packets such as this will be coming to you more or less regularly throughout the next few months. Except for the things which are marked "Save", you may destroy them if you are cramped for shipping space on the way home. I think they will give you a better picture of this whole proposition than I have been able to do in a few words. Needless to say, if you have any specific questions or would like to have my ideas on any particular relationship, I would be happy to try to answer you posthaste.

Sincerely,

Jim Miles  
Executive Director

JSM:ll

cc: Frank Schooley ✓

*Mr. Schooley: Please ignore  
the messy carbon — a  
rusty, rust job,  
Louise*

UNIVERSITY OF ILLINOIS

30 December 1952

Mr. Jim Miles  
NAEB  
119 Gregory Hall  
Urbana, Illinois

Dear Jim:

In regard to your letter on the Carl Sandburg 75th birthday anniversary, I have talked to George Jennings and he and his engineers will take care of this matter. He has the staff and can make the recordings for the NAEB, and will be glad to do it.

It is an excellent suggestion.

Best regards,

George E. Probst

GEP:PN

cc: Seymour Siegel  
Frank Schooley ✓  
Norbert J. Hruby



December 30, 1952

TO: NAEB Officers and Directors

FROM: Frank E. Schooley, NAEB Treasurer

RE: A number of things.

1. This is being written by me, in the absence of Jim Miles for a few days, in order that we save time and clear the decks. As you know, Jim leaves his NAEB duties to return to Purdue, effective February 1, 1953. A successor must be selected. Practically speaking, he has been, subject to approval of the Board. Harry Skornia is available, come June 1, 1953, and will accept. Schooley has corresponded with Skornia. Miles has talked with and corresponded with him. Morris Novik has talked with him a couple of times within recent months. I believe I speak the truth, when I indicate here that members of the original committee to select a successor, and Board members at the Chicago meeting, were of the opinion that Skornia was the man. Even so, I think you should now formally write your approval, or disapproval, to President Ausmus, and address him at NAEB Headquarters, 119 Gregory Hall, Urbana. On the basis of your indicated vote, the Executive Committee will probably act, come January 8 and 9, 1953.

2. Since Miles leaves on February 1 and Skornia is not available until June 1, or thereabouts, some means of operations must be found. It is proposed for interim operation that Schooley will serve in the vacant position on an interim basis. If you have thoughts on this, indicate them, too, in your letter to Ausmus. Here, too, just for the records, I should indicate that the Executive Committee and the majority of the Board have indicated this is satisfactory, but I believe you should all have a chance to indicate your disagreement.

3. The Executive Committee probably will meet January 8 and 9 in Urbana.

4. You may reach Schooley, as well as Miles, on the NAEB telephone. Same number: 7-6611, extension 2779. There's an extension of the extension in Schooley's office on the second floor.

5. The Chicago Summer Television report is now off the press. You will be sent one copy. However, please do not use for public release, until all publicity releases are on the market.

6. The printed New York surveys, of the past two years, in on the press and should be in the mails shortly.

7. Dallas Smythe is headquartered in the New Yorker Hotel, getting set for the 1953 TV monitoring study, January 4-10.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
University of Wisconsin-Madison Department of Communication Arts,  
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from  
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the  
National Endowment for the Humanities.